

Firmagon iPad MVA Site

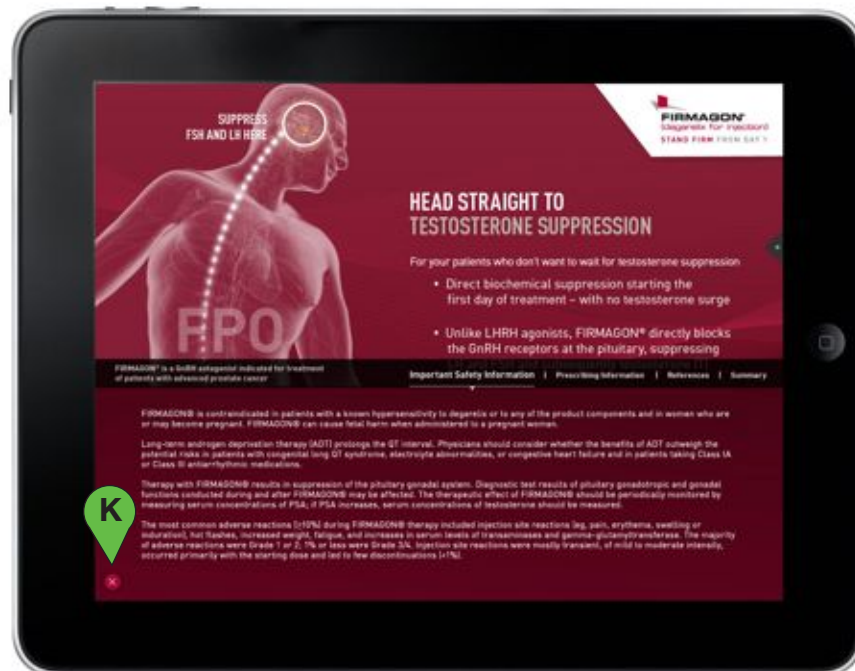
Functional Specifications

01.18.13

i. Global Specifications



Fig 1. Summary Overlay



Specifications

- A Shortcut To Home Page**
Tapping on the Firmagon logo will bring the user back to the Home page.
- B Navigation Trigger**
A tap coupled with a left-swipe motion will cause the navigation panel to slide out (see page 4). Tapping this trigger again will close the panel.
- C Shortcut To Treatment Goals Page**
A 3-finger-swipe from right to left on any page will slide-in the Treatment Goals page (see page 8).
- D Swiping Navigation**
A 1-finger-swipe from right to left will advance to the next page in sequence. A swipe from left to right will return to the previous page.
- E Efficacy Data Button**
Tapping this will slide-in the Efficacy page from right to left.
- F Patient Profiles Button**
Tapping this will slide-in the Patient Profiles page (see page 21) from right to left.
- G Important Safety Information Footer Link**
This section's contents will appear in an overlay that slides up from the bottom (see Fig. 1).
- H Prescribing Information Footer Link**
This section's contents will open in a PDF reader.
- I References Footer Link**
This section's contents will appear in an overlay that slides up from the bottom (see Fig. 1).
- J Summary Footer Link**
Tapping this will slide-in the Summary page from right to left.
- K Overlay Close Button**
Tapping this will close the overlay by sliding it back downwards.

0.0 Home - Navigation Collapsed



Specifications

1 Glass Man Animation

On page load, the position of the glass man shifts slightly so it appears as if he is settling into place.

After the glass man settles into place, “runway lights” begin to run from the head to the groin. This animation loops as long as the user is on this screen.

2 Labyrinth Start Button

Tapping here will cause the game board to scale up into playable view (see page 5).

0.0 Home - Navigation Expanded



Specifications

1 Navigation Drawer

When the drawer is open, swipe upwards and downwards to view the full contents of the navigation. Tapping on any nav item will slide in that respective page as the drawer closes simultaneously.

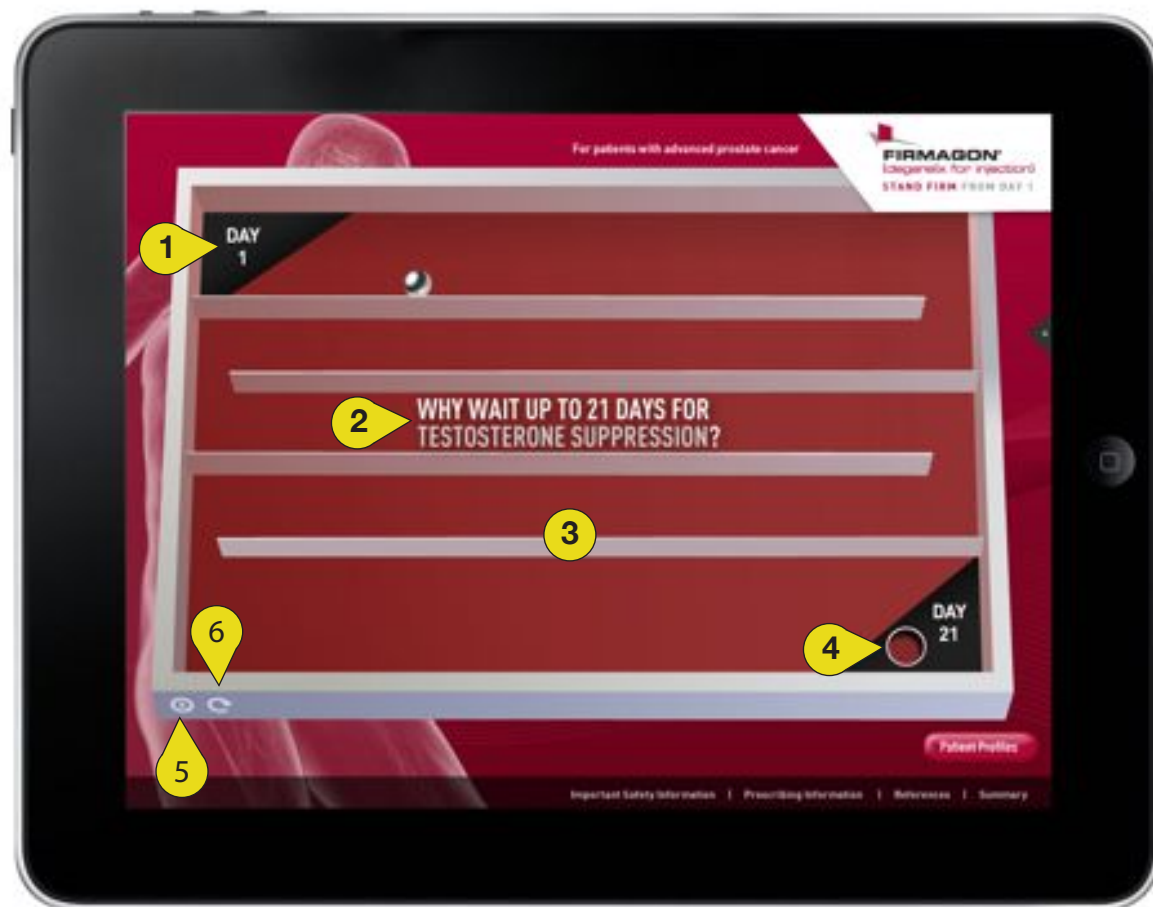
This drawer will contain every page in the site map. Sub-pages will be slightly indented, as seen in the Efficacy group.

The current page will be indicated with an active state, and it will always be in view when the user expands the navigation.

The page sequence and structure is as follows:

- 0.0 Home
 - 0.1 Labyrinth Mode
- 1.0 EFFICACY
 - 1.1 Study Design & Demographics
 - 1.2 Testosterone Suppression
 - 1.3 Testosterone Levels
 - 1.4 Surge vs Agonist + AA Therapy
 - 1.5 PSA Reduction
- 2.0 MOA
- 3.0 PATIENT PROFILES
- 4.0 DOSING & ADMINISTRATION
 - 4.1 FIRMAGON Dosing
 - 4.2 Dose Preparation
 - 4.3 Injection Technique
- 5.0 SAFETY & TOLERABILITY
- 6.0 PROMISE PROGRAM
- 7.0 COST & REIMBURSEMENT
- 8.0 FIRMAGON SUMMARY

0.1 Labyrinth Mode - Part 1



Specifications

1 Day 1 CTA

When tapped, the screen transitions to Part 2 of the game (see page 6) through these 3 simultaneous animations:

1. All slats collapse into whichever slat the ball is currently on (see page 6). The left edge of the compressed slat tips upward to create the diagonal. As this diagonal forms, the ball continues down the diagonal slat from the same position it was before the slats collapsed.

2. The headline (2) collapses from top and bottom, and a new headline (see page 6) slides in from the right (using edge of board as a mask).

3. The Day 21 CTA (4) pushes off to the right and is replaced with “Day 1”, which slides in from the left (using edge of board as a mask). When this transition is complete, a light effect highlights both the top left and bottom right “Day 1” labels simultaneously.

2 Headline

As the game locks into place, the headline swipes in from the left. It will move in as one block, with some slight motion blur (using edge of board as a mask).

3 Gameplay

The ball starts under the Day 1 CTA (4) in the top left. Tipping the iPad left and right like a steering wheel moves the ball to the left and right respectively, and the angle dictates the speed.

The rules of physics should apply here, so that if the ball hits the side with too much force, it will bounce back with equal power.

4 Day 21 Hole

If the ball makes it into the hole, the screen transitions to Part 2 of the game (see page 6) through these 3 simultaneous animations:

1. All slats collapse, forming 1 slat positioned in the middle of the board. The left edge of the compressed slat tips upward to create the diagonal. As this diagonal forms, a cross-dissolve into Part 2 of the game will make the ball reappear at top of the diagonal slat.

2. Same as Day 1 CTA (1) animation #2.

3. Same as Day 1 CTA (1) animation #3.

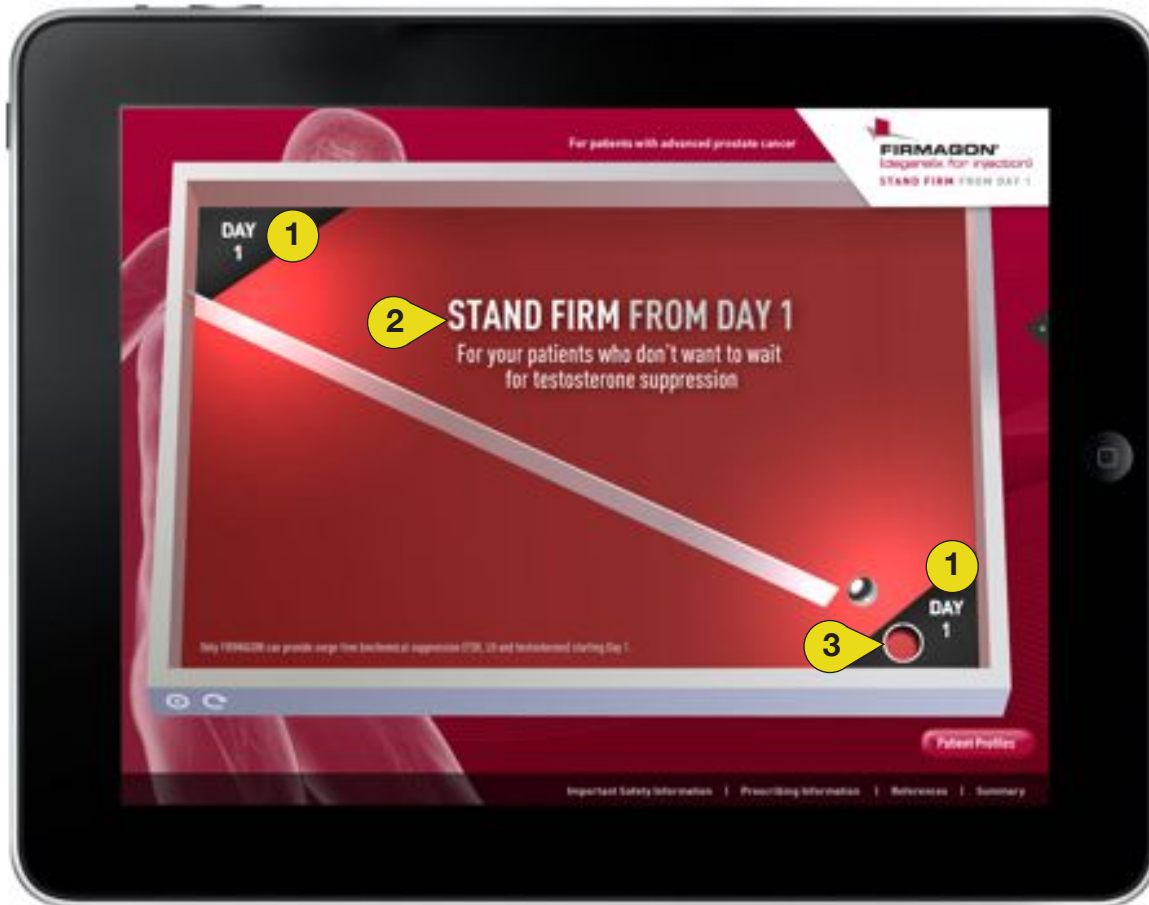
5 Close Button

When tapped, the board scales back down, returning to the Home screen (see page 3).

6 Restart Button

When tapped, the game will return to the start position.

0.1 Labyrinth Mode - Part 2



Specifications

- 1 Day 1 Labels**
As mentioned in page 5, these will be highlighted with a light effect at the start of this screen.
- 2 Headline**
As mentioned in page 5, this will slide in from the right at the start of this screen.
- 3 Day 1 Hole**
When the ball rolls into this hole, its outer lip will light up with a red glow. After this animation is complete, the game board will scale down back to its original thumbnail size, revealing the Efficacy page headline (see page 7). The game board thumbnail will then fade out, revealing the Efficacy graphs.

1.0 Efficacy



Specifications

- 1 Glass Man Animation**
The “runway lights” on the glass man should continue to loop as long as we are on this screen.
- 2 Efficacy Graphs**
Tap any chart and the screen “opens” up from top to bottom like a garage door, revealing the selected chart.
- 3 Treatment Goals Button**
Tapping this will slide-in the Treatment Goals page (see page 8) from right to left.

Treatment Goals



Specifications

1 Treatment Goals Page

This is reachable by the “Treatment Goals” button on the Efficacy page and at any time using a 3-finger swipe from right to left.

2 Close Button

Tapping this will close the Treatment Goals page and the user will be taken back to the previous screen.

1.0 Efficacy Chart Global Specifications

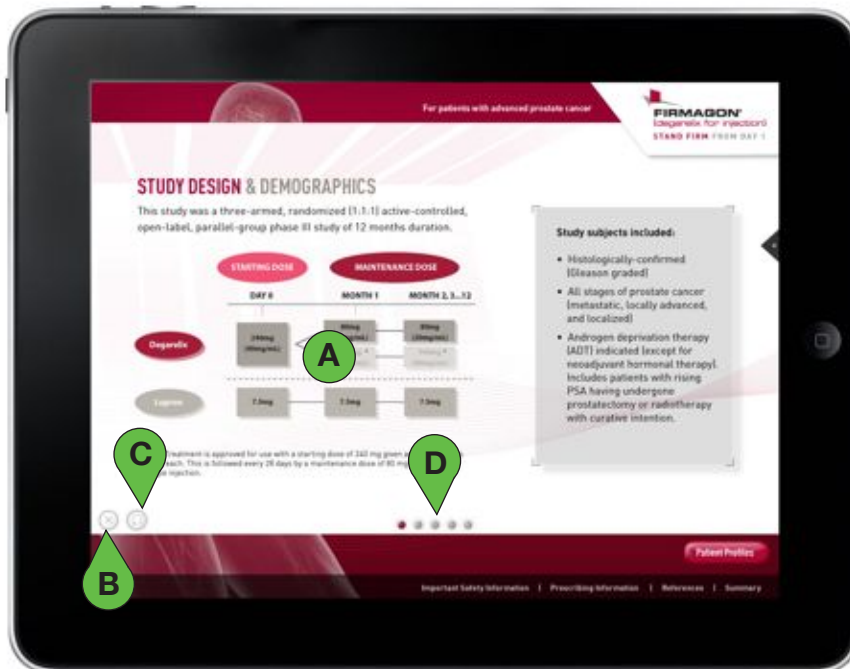
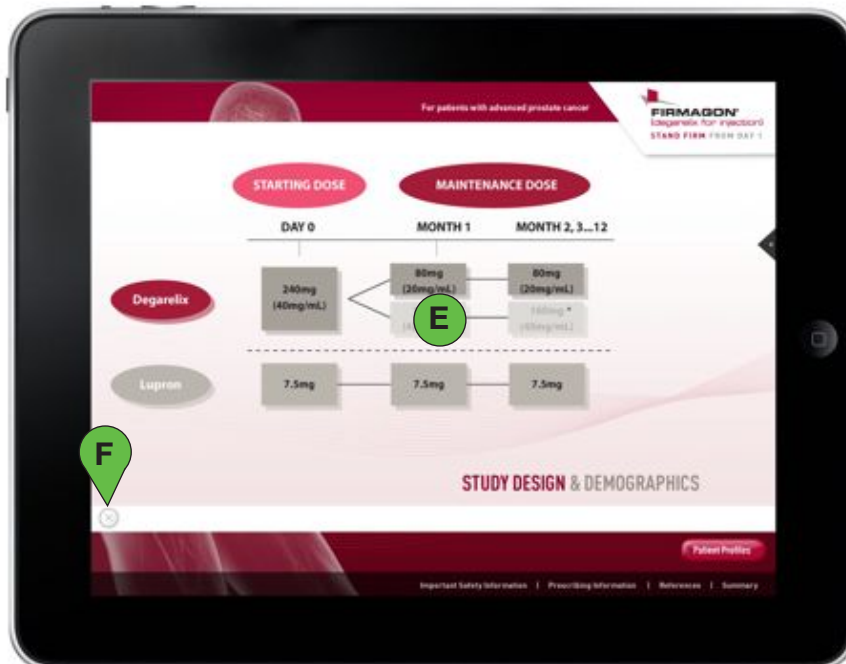


Fig 2. Enlarged Chart



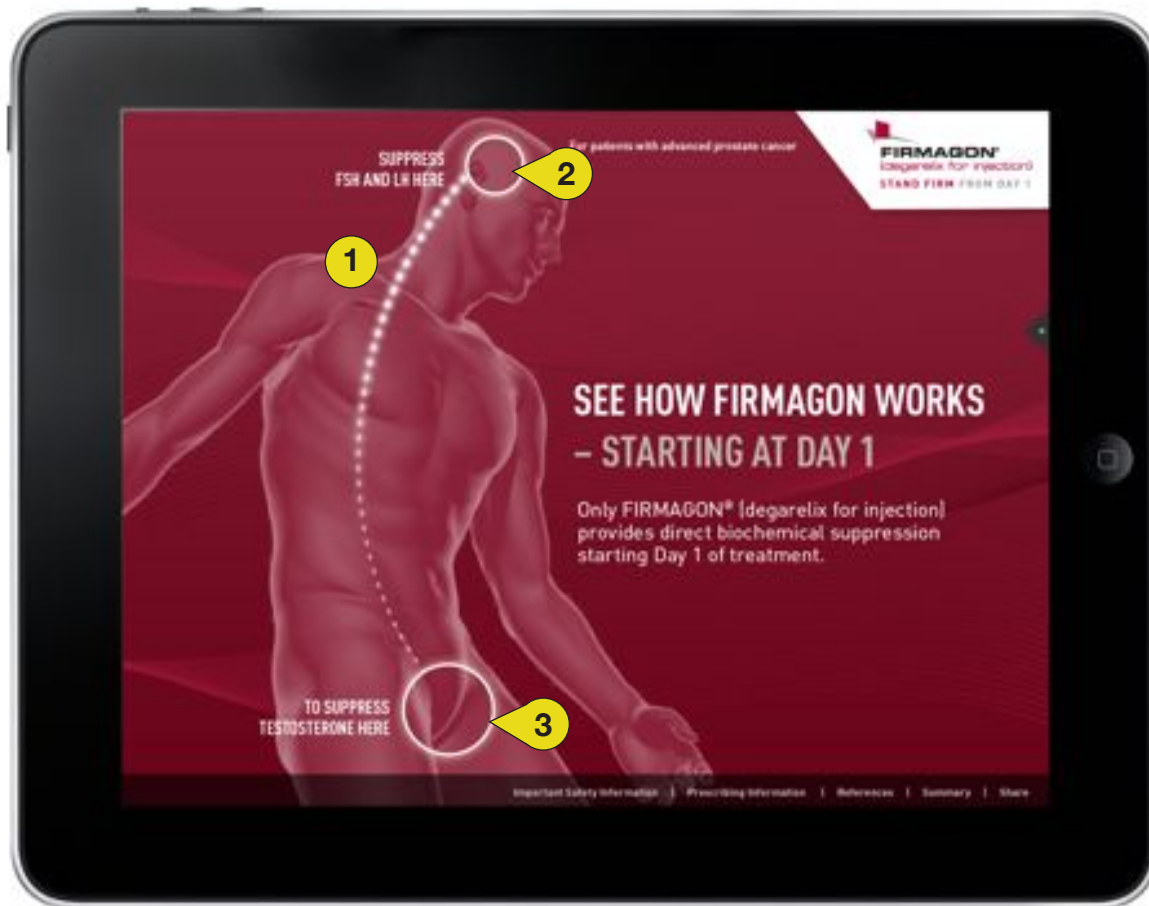
Specifications

- A Graph (Normal State)**
On load, the graph will show a brief animation. Tapping on the graph will bring it to its enlarged state (see Fig 2).
- B Close Button**
Tapping this on any slide will bring the user back to the Efficacy landing page.
- C Replay Graph Animation Button**
Tapping this will replay the current chart's graph animation.
- D Carousel Navigation**
Tapping on any dot will slide to that respective chart in sequence.
- E Graph (Enlarged State)**
Double-tapping on the enlarged graph will scale it back down to its normal state.
- F Close Enlarged Graph Button**
Tapping this close button will scale the enlarged graph back down to its normal state.

The chart sequence is as follows:

- 1.1 Study Design & Demographics
- 1.2 Testosterone Suppression
- 1.3 Testosterone Levels
- 1.4 Surge vs Agonist + AA Therapy
- 1.5 PSA Reduction

2.0 MOA - Full View



Specifications

1 Glass Man Animation

On page load, the circle scales up around the head, highlighting that area. After this circle animation is complete, the “Suppress FSH and LH Here” headline will wipe in from left to right. “Runway lights” will then stream down to the groin and the circle will scale up around that area. After this circle animation is complete, the “Suppress Testosterone Here” headline will wipe in from left to right. These “runway lights” will then continue to animate so long as the user is on this screen.

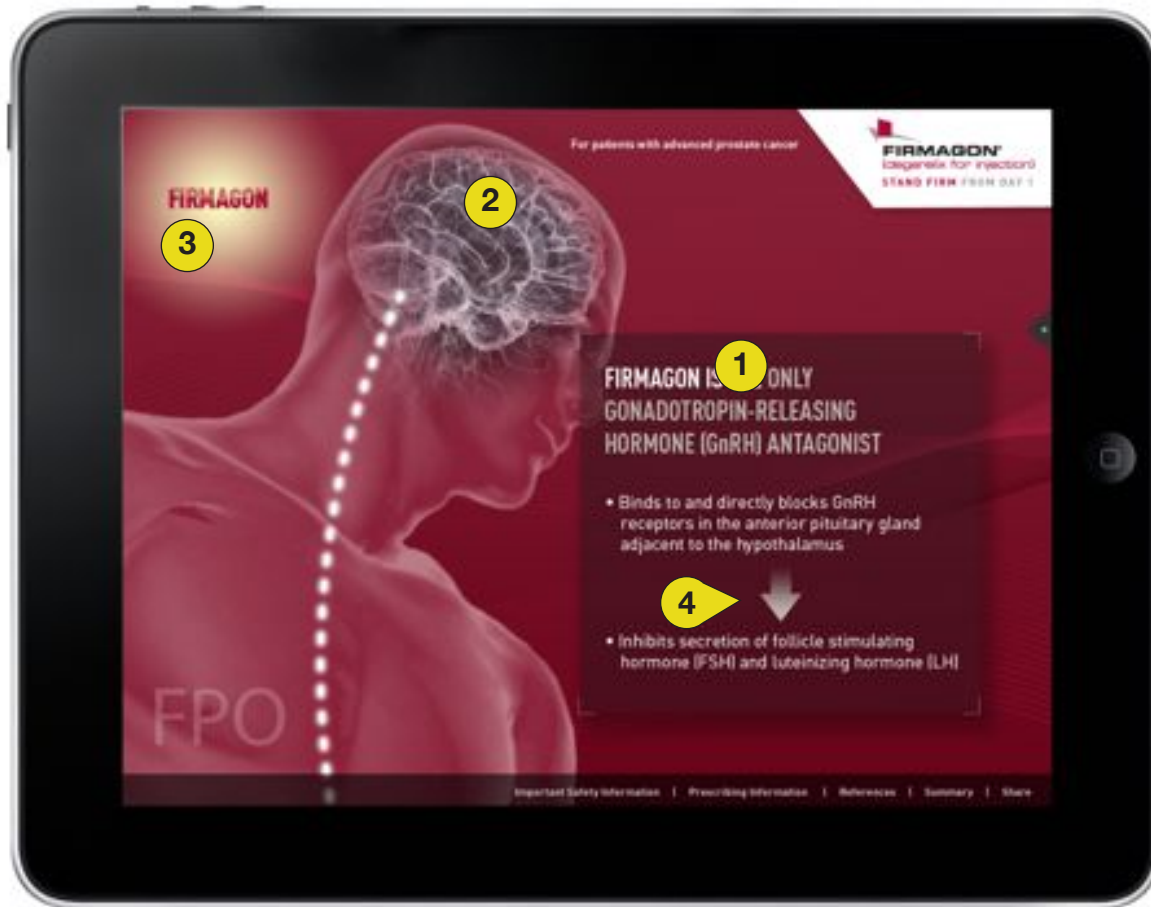
2 Head Hotspot

Tapping on the head hotspot will zoom into the MOA Head View (see page 11).

3 Groin Hotspot

Tapping on the groin hotspot will zoom into the MOA Groin View (see page 13).

2.0 MOA - Head View - Firmagon Not Applied



Specifications

- 1 Copy**
On page load, the copy box scales up to full size. This scaling up only happens on the first visit.
- 2 Glass Man Animation**
Brain activity animation shows the FSH/LH “runway lights” at full strength.
- 3 Apply Firmagon Button**
Tapping the Firmagon “glow” will cause the glow to fade out while the highlight appears around the body (see page 12). As this happens, the “runway lights” continue to flow, but begin to fade out towards the bottom edge of the screen. The animation pauses here, and does not complete until the user continues onto the MOA Groin View.
- 4 Navigating To The Groin View**
Swiping upward will bring the user to the lower Groin View screen. The viewer cannot stop at an arbitrary floating point between these two views. At a certain tipping point, the Groin View screen will snap into place.

2.0 MOA - Head View - Firmagon Applied



Specifications

- 1 Unapply Firmagon Button**
Tapping the “non glowing” Firmagon button will reset the “runway lights” animation back to its original state.

2.0 MOA - Groin View - Firmagon Applied



Specifications

- 1 Copy**
On page load, the copy box scales up to full size. This scaling up only happens on the first visit.
- 2 Firmagon Glow**
If the Firmagon "glow" has not been applied, the FSH/LH "runway" and testosterone lights are running at full strength.

If the Firmagon "glow" has been applied on the Head View, the "runway" and testosterone lights are flowing but fading as they approach the testes. After one cycle to illustrate this point they both fade away completely and the animation ends. (If the viewer was to go back up to the Head View, there would be no "runway lights" there, either).
- 3 Navigating To The Head View**
Swiping downward will bring the user to the upper Head View screen. The viewer cannot stop at an arbitrary floating point between these two views. At a certain tipping point, the Head View screen will snap into place.

3.0 Patient Profile - Global Specifications

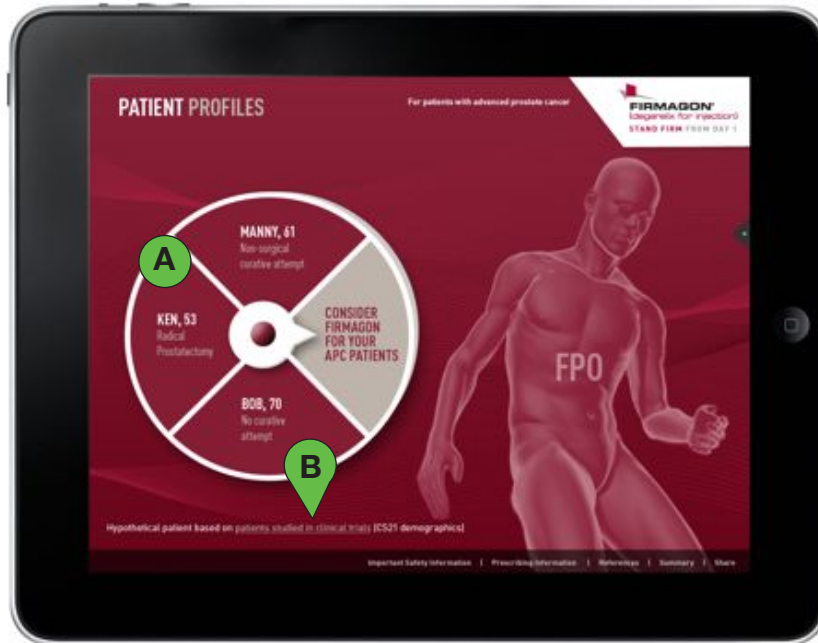


Fig 3. Patient Profile



Specifications

- A Patient Profile Wheel**

On page load, the wheel will be turning clockwise into default position, with the “Consider Firmagon For Your APC Patients” section highlighted when the animation ends.
- B Study Design & Demographics link**

This link will launch the 1.1 Study Design & Demographics chart in an overlay.
- C Selecting A Patient**

Tapping on a patient name will cause the wheel to rotate clockwise so that selection appears highlighted next to the arrow.
- D Patient Profile Charts**

When a patient is selected, their associated image appears to the right of wheel, and their detail box scales up over the image (see Fig 3).

When going from patient to patient, the detail box scales down, the image cross-dissolves into the new patient image, and the new detail box scales up over the image.

4.0 Dosing & Administration - Global Specifications

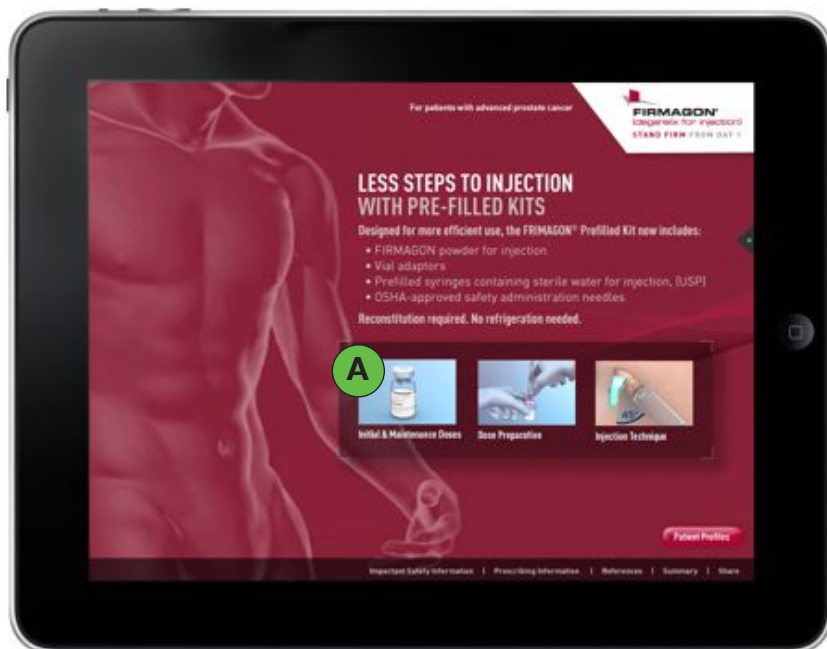
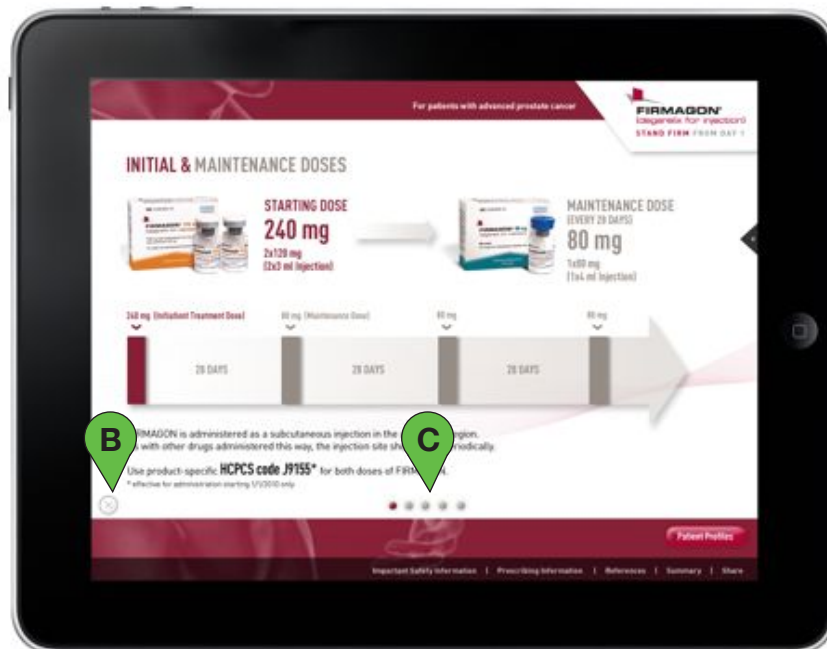


Fig 4. Dosing & Administration Chart



Specifications

- A Dosing & Administration Charts**
Tap any chart and the screen “opens” up from top to bottom like a garage door, revealing the selected chart (see Fig 4).
- B Close Button**
Tapping this on any slide will bring the user back to the Efficacy landing page.
- C Carousel Navigation**
Tapping on any dot will slide to that respective chart in sequence.

The chart sequence is as follows:

- 4.1 FIRMAGON Dosing
- 4.2 Dose Preparation
- 4.3 Injection Technique

5.0 Safety & Tolerability

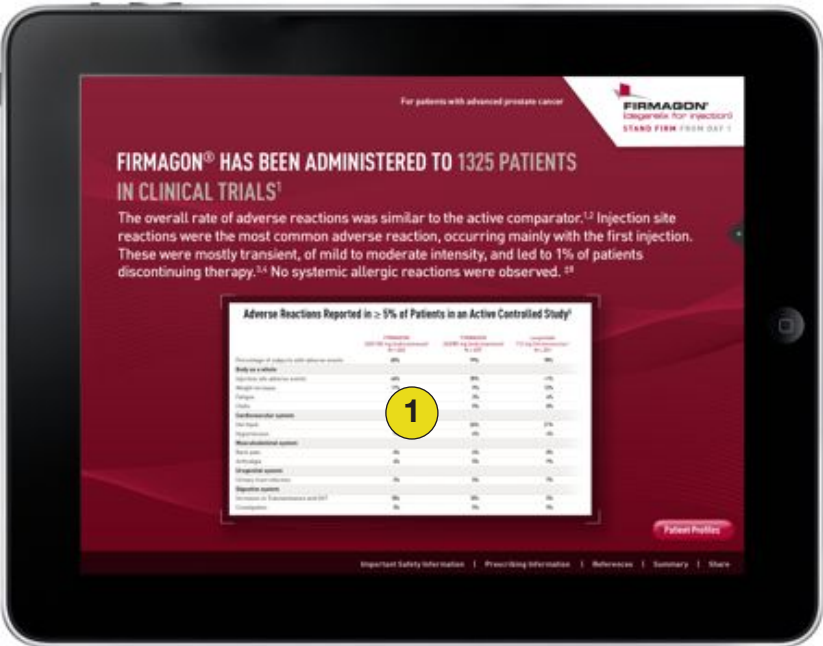
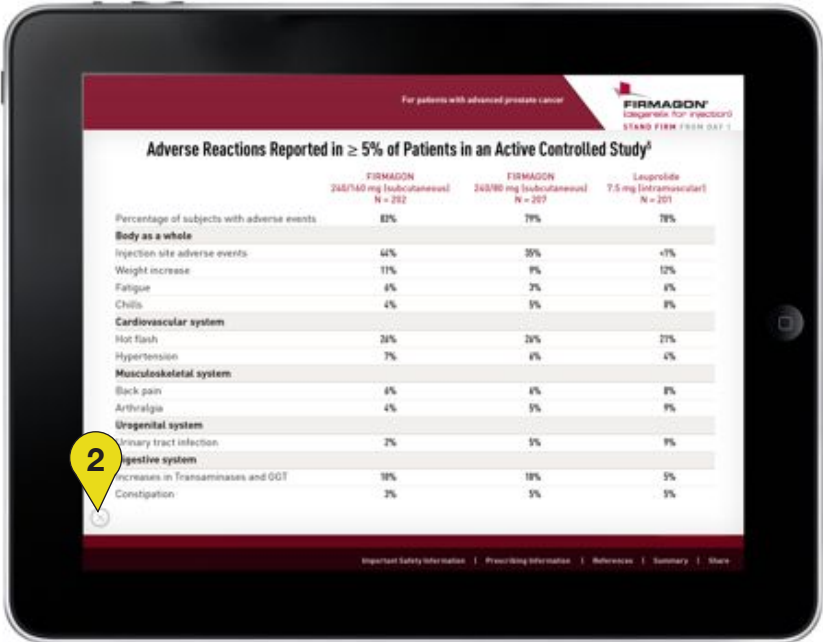


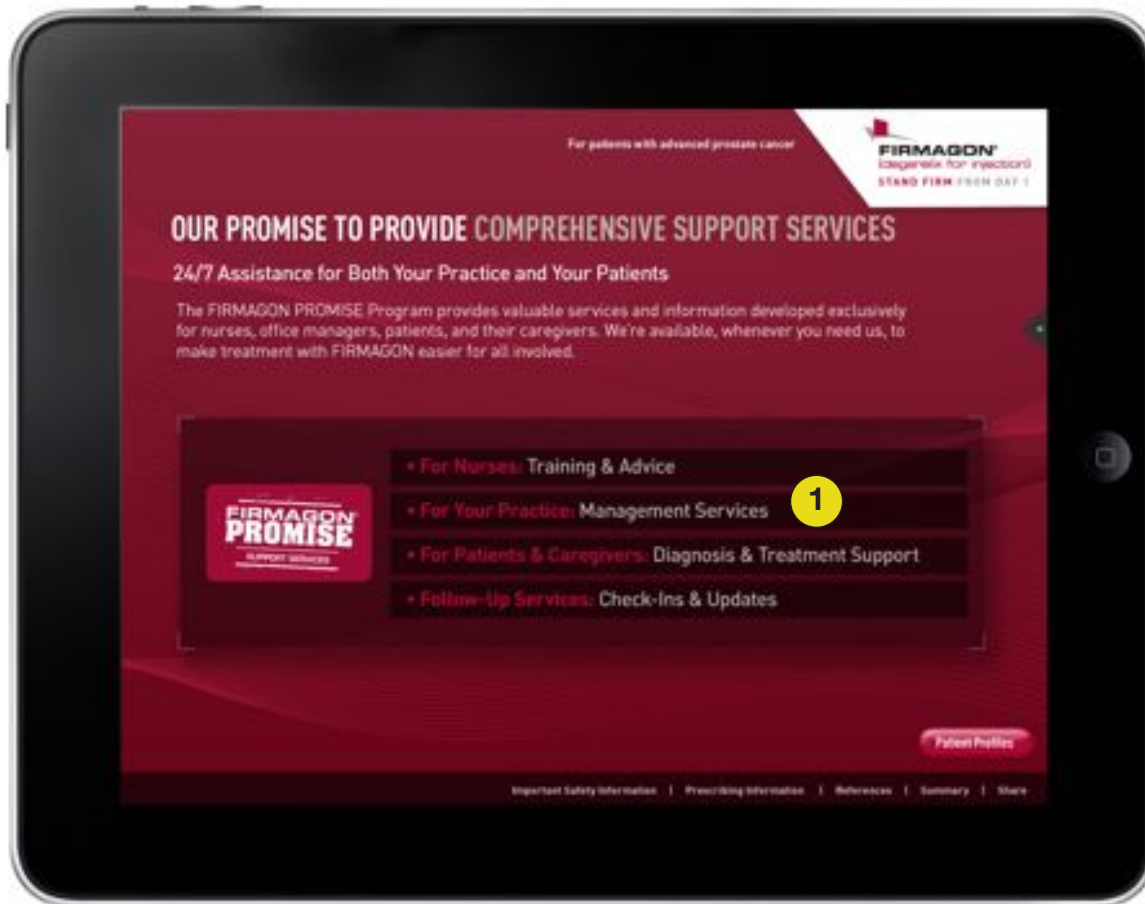
Fig 5. Safety & Tolerability Chart



Specifications

- 1 Chart Thumbnail**
Tapping on this minimized view will enlarge the chart (see Fig 5).
- 2 Close Button**
Tapping this will minimize the chart and bring the user back to the Safety & Tolerability landing page.

6.0 Promise Program



Specifications

1 Bullet Points

On page load, these will quickly fade into place sequentially.

7.0 Cost & Reimbursement

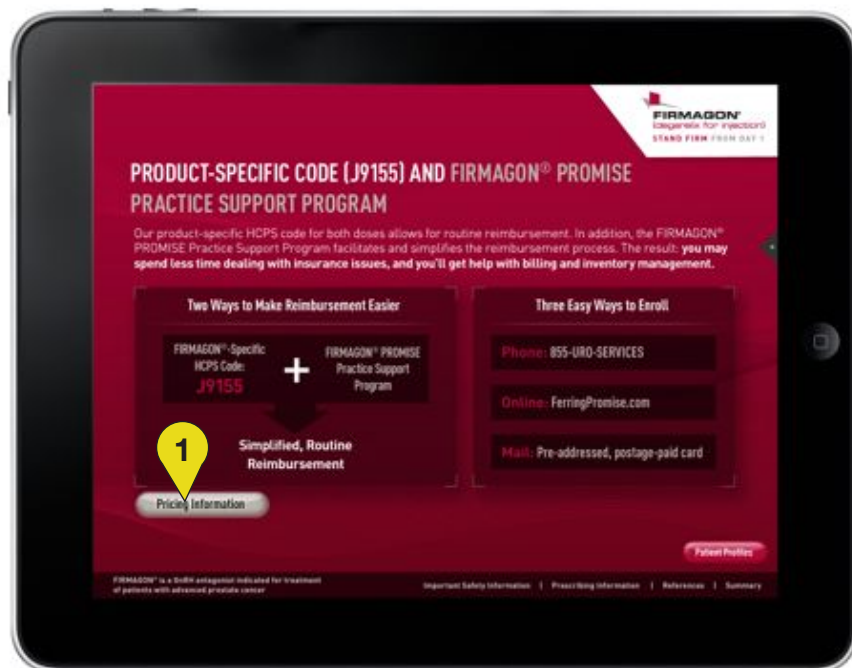


Fig 6. Pricing Information

Q1 2013 Pricing*

Dose	240 mg (2x120 mg) Starting Dose	80 mg Maintenance Dose
NDC Number Vial Carton ¹	55566-8401-01	55566-8301-01
NDC Number Pre-filled Kit ¹	55566-8401-02	55566-8301-02
Tiered Physician Pricing ¹	1-9 units: \$435.98 10-19 units: \$420.98	1-9 units: \$435.98 10-19 units: \$420.98
Quarterly Volume Pricing Rebate ¹	20+ units: \$589.98	40+ units: \$295.98
Medicare Payment Allowance Limit ¹ (Effective 1/1-3/31/2013)	\$2,840 per mg -\$488.40	\$2,840 per mg -\$229.80

2 Close

*Prices cannot be combined to receive tiered pricing or/and QVP reimbursement.
†Prices subject to change; pricing effective until 3/31/13.
‡Based on Aggregate Quarterly Volume. Calculated per calendar quarter. Please ask your representative about the FIRMAGON® Quarterly Volume Pricing Rebate.
§Reimbursement rate calculated by multiplying dose QVP pricing accessed 12/24/12 (Source: <http://www.cms.gov/MedPartDProgram/GenEdInfo/GenEdInfoPharmaceuticals.htm>). Ferring Pharmaceuticals Inc. is not responsible for misprints on the CMS Web site www.cms.gov.

FIRMAGON® is a GnRH antagonist indicated for treatment of patients with advanced prostate cancer. Important Safety Information | Prescribing Information | References | Summary

Specifications

- 1 Pricing Information Button**
Tap here and the screen “opens” up from top to bottom like a garage door, revealing the Pricing Information chart (see Fig 6).
- 2 Close Button**
Tapping this on will close the Pricing Information chart and bring the user back to the Cost & Reimbursement landing page.

8.0 Summary

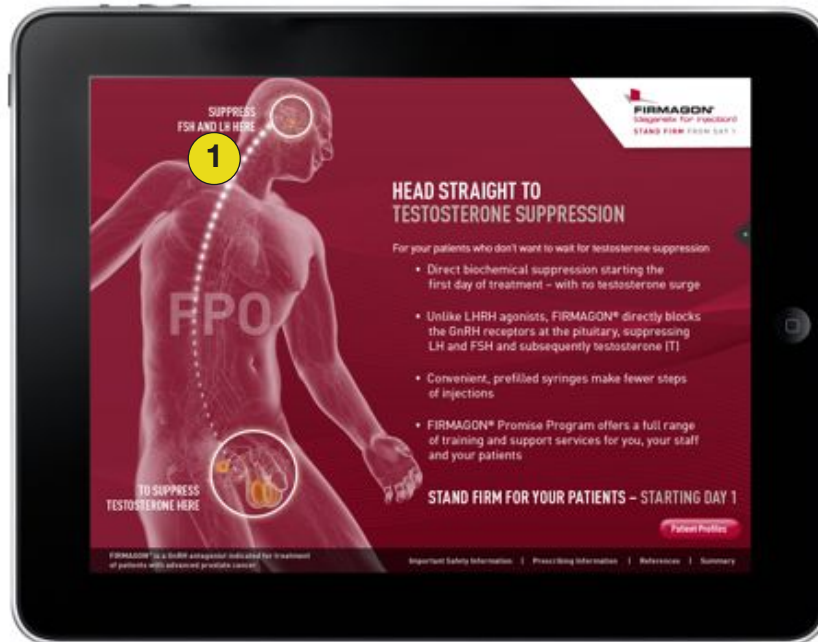
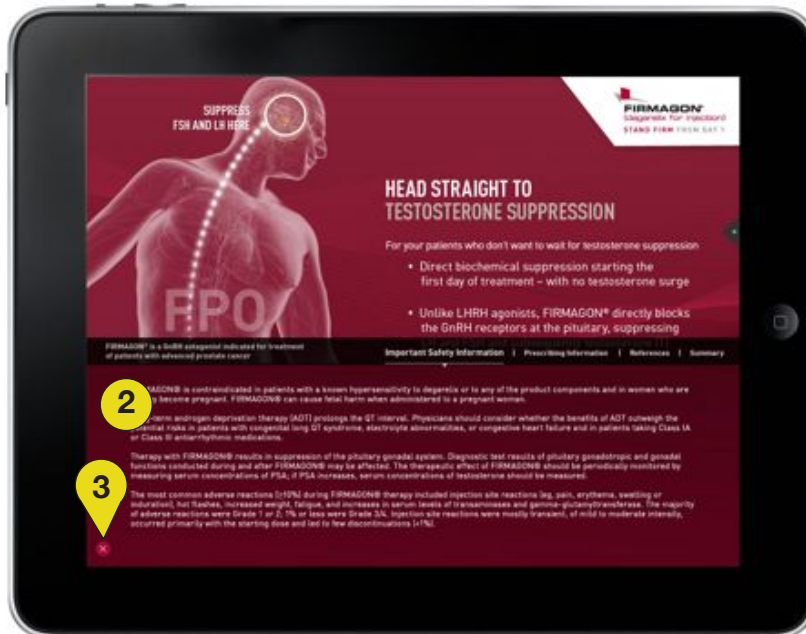


Fig 7. Important Safety Information



Specifications

- 1 Glass Man Animation**
The animation from the MOA page (see page 10) will be playing on loop.
- 2 Important Safety Information (ISI)**
Every time the user goes to the Summary page, the Important Safety Information overlay will slide upwards.
- 3 Close Button**
Tapping this will close the ISI by sliding it downwards, which will reveal the full Summary page.