Instructions for Adding Your Logo & Address to AAO-HNSF Patient Handouts

CO-BRANDING AAO-HNSF PATIENT HANDOUTS IS AS EASY AS 1-2-3!
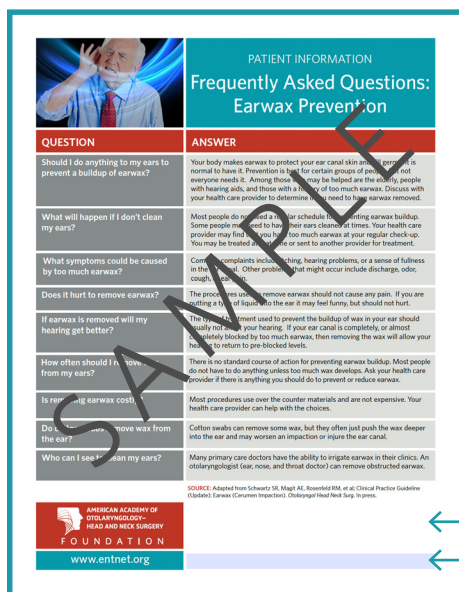
1 Download & Save Patient Handout

- Download the patient handout

  You will need Adobe Acrobat Reader. You can install it for free here: **get.adobe.com/reader**

- Save it to your computer

  Remember where you save it; you will need to access it in the following steps.

2 Upload Your Logo & Address

Your image _must_ be saved as a .pdf file!

> **For additional information on how to save your logo/address as a .pdf file, please see the instructions below.**

You will not be able to upload your personal information to the patient handout if the file is not saved in the .pdf format.

- Open the saved patient handout document

- Click in the white space at the bottom of the page.

- Within the **Select Icon** window, **Browse** to the .pdf file you would like to **Insert** and then click, **OK**.

  The logo and/or address file will resize appropriately for the box.

- Type your web address in the blue rectangle below the white image field.

Click in this white space to upload your logo

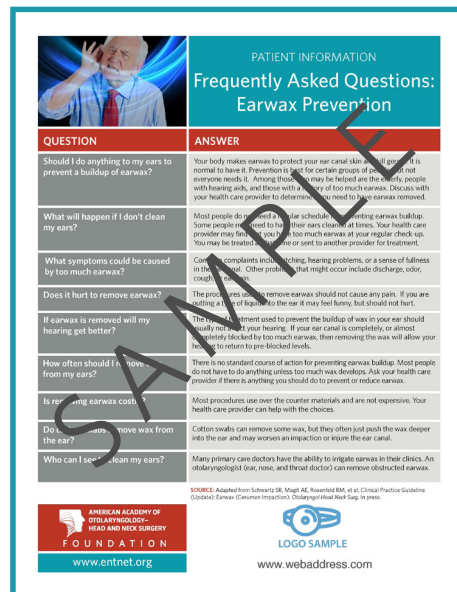Click in this blue area to type your web address

3 You're Ready to Print!

- Save your file.

  Make sure to save your file before you close the document to ensure your logo and/or address will be there the next time you open up the document.

- You are now ready to print!

Example of a co-branded Patient Handout:

CONVERT YOUR LOGO TO .PDF

Open a new Microsoft Word document.
Remember where you save it; you will need to access it when uploading your logo/address to the Patient Handout.

Insert Your Image

- Click the location in your Word document where you want to insert your image.

- Click the **Insert** tab, click **Pictures**.

- Browse to the image you want to insert, select it, and then click **Insert**.

  Your image will most likely be your logo.

- If your image contains all of the information you would like to include, you are ready to export/save as a .pdf.

Resize Your Image

To include contact information next to your logo, you may need to resize your image.

- Click on the image you want to resize.

- To increase or decrease the size of the logo, drag the sizing handle away from or towards the center.
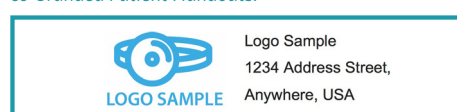
  To maintain the proportions, press and hold **Shift** while you drag the sizing handle.

Add Text Next to Your Image

Following these instructions will allow you to add multiple lines of text to the right of your image. Please see the example below.

- Click on the image.

- Click the **Pictures Tools** or **Drawing Tools Format** tab.

- Under the **Arrange** group, click **Wrap Text**.

- Choose the **Square** style of wrapping.

- Add your text.

Export/Save As .PDF from Microsoft Word

Once your image contains all of the information you would like to include in the image field of your co-branded Patient Handout, you're ready to save as a .pdf!

From the **File** menu, click **Export** or **Save As**. Change the file format to **PDF**, and click **Save**.

Example of a logo and address to be uploaded to the co-branded Patient Handouts:

Logo Sample
1234 Address Street,
Anywhere, USA

PDF Form Example

This is an example of a user fillable PDF form. Normally PDF is used as a final publishing format. However PDF has an option to be used as an entry form that can be edited and saved by the user.

The fields of this form have been selected to demonstrate as many as possible of the common entry fields.

This document and PDF form have been created with OpenOffice (version 3.4.0).

To fill out the form, make sure the PDF file is not read-only. If the file is read-only save it first to a folder or computer desktop. Close this file and open the saved file.

Please fill out the following fields. Important fields are marked yellow.

Given Name:

Family Name:

Address 1:   House nr:

Address 2:

Postcode: City:

Country:

Gender:

Height (cm):

Driving License: ☐

I speak and understand (tick all that apply):
☐ Deutsch   ☐ English   ☐ Français   ☐ Esperanto   ☐ Latin

Favourite colour:

Important: Save the completed PDF form (use menu File - Save).

Get Lost!

A Document which shows how eaDocX™ can be used with Enterprise Architect

Document: Sample #1

Document file name	Sample 1 - Project Overview - FINAL.docx
Change mark date	29/04/2012

Generated on	Author	Repository
30/04/2012	eaDocX Sales	Z:\2 - GetLost Project Example and Documents\Get Lost Project Example.eap

Category	Comments	File
FINAL	Shows the main formatting options, including new V3.0 features like H&V tables and Word Table styles	C:\Users\Ian\Documents\7 - eaDocX Training

Comment [I1]: This is the only text in this document which is added manually.

Comment [I2]: This shows the start of an eaDocX 'Section'. It is not visible in the final document, as it's text style is 'invisible'. It can be see here because we have chosen the Word option to 'show invisible text'.

Comment [I3]: This section is a 'Document Information' one. It is refreshed each time the document is generated, so it is always up-to-date

Some of the information is created as the document is generated, some is stored in eaDocX, and some comes from the Word document's properties.

As with all eaDocX sections, what appears here is configurable.

Comment [I4]: This is the end of the eaDocX section.
Any text which you add after this point will NOT be overwritten when the document is re-generated, so you can mix EA and manual content.

Comment [I5]: We've decided not to have any manual content in this document, so we're straight on to another eaDocX Section.

1 Project Background

This section has some general information about the project - why we're doing it, who our main competitors will be, and the main people who are involved plus their roles.

Contains:

- Intro text
- Organisation
- Competitor analysis

Comment [I6]: We have chosen to start this section with a Heading Level 1. This is configurable. There is a page break before this heading, as that's what the Heading 1 Word style says.

eaDocX uses the Word style to determine the detailed formatting of most of the document: the colour of text, font, size, positioning etc.

So, the generated text can look exactly the same as the manually created content: this makes the document look professional, and is easier to read.

Comment [I7]: This text has come from our EA model.
We keep even textual content like this in EA, because we've found that it's reused in many documents, so we have just lots of background information, which gets used in many documents.

1.1 Introduction

GetLost ™ is a new way to organize and book travel.

Today, there are hundreds of websites offering to book just flights, or just trains, or just cars. A few will let the customer book a flight AND a hotel. But most customers don't want to travel from an airport to another airport - they want to travel from home to their destination - an office, or a beach.

GetLost ™ allows them to do this. They tell the system where they want to start, where they want to finish, and some options. GetLost ™ will then give them options, based on the customers chosen criteria.

For example:

- **Starting** at Bath, UK
- **Ending** at a hotel near the Arc de Triomphe, Paris
- Staying - 2 nights in a 3* hotel

Get Lost might produce:

Option 1: Cheapest:

1. Car from home to London, Heathrow (estimate GBP 34.00)
2. Park in Business Parking - GBP 45.00
3. Flight LHG-CDG - GBP 234.00
4. Metro CDG - Paris - GBP 12.00
5. Hotel Le France, 1 person, 2 nights, half board GBP 240.00

Option 2: Greenest

1. Bus from (home) to Bath railway station **
2. Train to London Paddington
3. Tube to St. Pancras
4. Train to Gare du Nord (Paris)
5. Metro to hotel
6. Hotel Le France, 1 person, 2 nights, half board GBP 240.00

** - not sure yet how we will express the 'green-ness of each part of the journey: either tonnes of CO_2, or perhaps a simpler 'starring' system: 5* = very green, 1* = not.

Option 3: Fastest

...etc

For each leg of the journey, the customer will be able to ask for other alternatives e.g. Taxi from home to the train station.

Business Case

Like other travel aggregators, GetLost will make a margin on each journey booked, which will be enhanced by doing deals with specific providers who will give us discounts, which we may pass on part of to the customer.

GetLost ™ is made possible by two recent innovations:

Comment [I8]: Another page break here, because the Word Document Heading 2 Style also is configured for 'Page Break before'.

Comment [I9]: Bullet points within text can use their own Word Style. In this case, we've chosen one which makes the text quite compact, and indented. All this is configured in Word.

Comment [I10]: Numbered lists can also use their own Word style.

1 - **A unique, patented piece of software - TravelOptimizer™** - that compares modes of transport to produce the best customer solution. It's a bit like the travel directions software that motoring companies use, except multi-modal.

"Best" can be based on
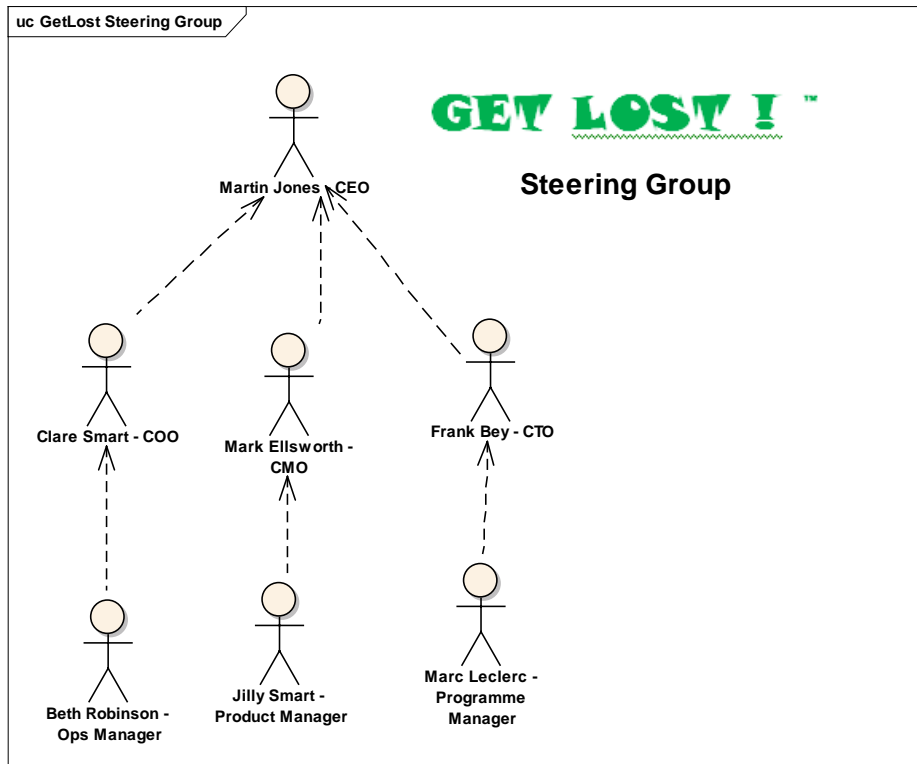
- Cheapest
- Fastest
- Lowest carbon-footprint

This is not where we will make the money (quotes are free) – the profit comes from the commissions on booking hotels etc, but the multi-model quote is what we believe will make people keep using the site, especially the carbon footprint feature. TravelOptimizer keeps a database of maps, travel routes, possible costs (not quotes, just general rates for typical journeys) from many TBML suppliers.

2. A new XML-based international standard for exchange of travel information & quotes and payment of fees: TBML, managed by TBMLCo. This makes integrating new travel service suppliers a simple, non-IT process, removing the need for aggregators like SABRE or AMADEUS. TBML requires the following steps:

- "Establish" where the parties exchange information about fees etc. Fees are set by the TBML standards committee: only a supplier that wants to charge fees outside of that requires manual intervention
- "Quote" – info from requester to supplier, with details of what's needed. Fee payable by requester. Details of travel returned to requester.
- "Book" – as Quote, but with a booking ref, and larger fees payable.
- "Settle" – where suppliers & requestors get billed & paid by the TBML organisation.

1.2 Organisation

This section contains the current organisation of the new GetLost company. We will attach Requirements, Issues etc to these individuals, rather than to their project roles, in order to track individual involvement.

Figure 1 : GetLost Steering Group

1.2.1 Steering group

Alias	Individual	Description	Reqts
AC00	Martin Jones - CEO	CEO, GetLost Ltd. Responsible to the parent company for the success and profitability of GetLost. Involvement in the day-to-day running of the project is as head of the Steering Group for GetLost development. This change was made today.	Quotes, Providers, Options
AC01	Clare Smart - COO	Chief Operating Officer. When GetLost is operational Clare will be responsible to the board for all aspects of the day-to-day operation of the company.	Reporting, Non-TBML suppliers, Role of TBML, Ticketless suppliers, KPIs
AC02	Frank Bey - CTO	Chief Technology Officer	
AC11	Mark Ellsworth - CMO	Chief Marketing Officer Ultimately responsible to the board for the GetLost product and customer experience, in reality will delegate most decisions to Jilly.	Allowed Payment methods, Booking, Breaking-up Quotes, Cancelling bookings, Convert a quote into a booking, Customer experience, Customer preferences, Enquiry, Non-TBML suppliers, Pre-stored locations, Quote, Retrieve previous quotes, Sign-up, Storing quotes, Ticketless suppliers, Quotes, Providers
AC12	Jilly Smart - Product Manager	Product Manager Responsible for the detailed design of the product and customer experience.	Providers, Options, Quotes, KPIs
AC05	Beth Robinson - Ops Manager		Payments
AC06	Marc Leclerc - Programme Manager		

Comment [I12]: This is a list of <<individual>>Actor elements, which we have chosen to be printed in a list.

Each element gets a row in the table, and we can choose which attributes appear in which columns, and the headings of those columns.

Comment [I13]: This row is highlighted, because this document is using eaDocX Change Marking.

This examines the 'last updated' date/time of each element, wherever it is printed, and highlights those which have been changed since a specified date.

This makes it much easier for readers to go straight to the newest part of a document.

It's not as detailed as Word change-marking - the reader can't see exactly which text was changed - but all the information does come from the EA model, so may have changes made by many people.

Comment [I14]: This is a cross-reference within the EA model, where one element references another one. eaDocX has made this into a hyperlinked cross-reference within the document.

Comment [I15]: The data in this column comes not from attributes of the Actor, but from another element which is related to the Actor - in this case, a related Requirement.
This makes those EA relationships visible in the document, because they are really important.

If the target of the relationship (the Requirements, in this case) are also printed in this document, then this becomes a hyperlink.

1.2.2 Other Team Members

Alias	Individual	Description	Reqts
AC03	Jenn Thorson - CLO	Chief Legal Officer	
AC04	Pierre Carandini - CFO	Chief Financial Officer	Payments, KPIs, Reporting, Allowed Payment methods
	Maud Sharpe - Business Analyst	Responsible for production of: • Initial requirements set • Use Cases • Sketches of the user interface	
AC07	Nick Adams - Project Manager (Launch)		
AC10	Barbera Allen-Jones - Test Manager	Responsible for the acceptance testing of the solution which is provided by the supplier of the GetLost software, and for running the User Acceptance Test.	
AC09	Edward Alberts - Technical Architect	The project technical architect is responsible to the Project Manager for the production of the High Level Design, and the production of the Statement of Requirements which will be sent to suppliers of the GetLost technical solution.	

Comment [I16]: The row shading in this table is another option. We have configured all tables to use a particular Word Table Style (called *eaDocXTableNormal)* which allows us to configure many more options, including this alternate-row shading.

Have look at the options which are available in Word Table Styles - you can control almost anything you want in this way.

1.3 Competitor Analysis

1.3.1 competitor : BlueHorizons.com

Author of this analysis	Last updated on
Fred	23/04/2012

Overview:

A new entrant into the journey aggregation business, BlueHorizons have quickly become an innovator in this business. Well financed, but still quite small, they will need to be watched carefully to see what new products they create whilst GetLost is under development.

1.3.2 competitor : GreenHolidays

Author of this analysis	Last updated on
Fred	23/04/2012

Overview:

Established in 2005, GreenHolidays are the market leader in this field, with 250,000 regular customers and a dominant position. These are the main competitors to GetLost.
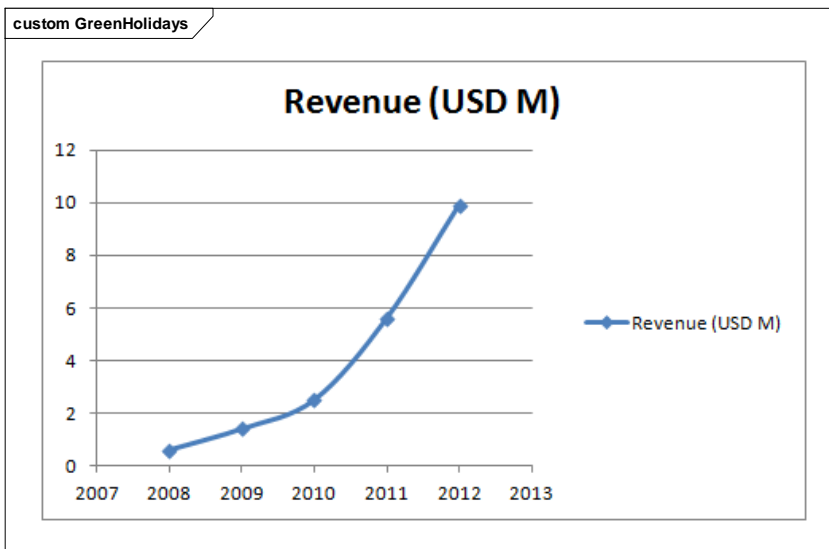

Figure 2 : GreenHolidays

Comment [I17]: In this EA Package, there are some <<competitor>>Actor elements. We used these to capture some information about competitors, and stereotyping 'Actor' seemed a sensible way to do it.

As we have quite a lot to say about competitors, we have chosen to print information about them as inline paragraphs, rather than as rows in the table.

Comment [I18]: This gives each <<competitor>>Actor its own heading. We've also chosen to print the stereotype of the element in the heading, just to remind us that we're looking at competitor information. This is configurable.

Comment [I19]: Although each element has its own heading, we can still use little tables of attributes. These tables always have just one row of data, and a heading, as they are showing just information from a single element. This is useful where we want to show lots of attributes of the elements, each of which has just a small amount of data.
These can also use a Word Table Style. We have chosen one which looks like the one we used above, with the same shading on the header row.

Comment [I20]: This is another reason to print <<competitor>>Actors as inline paragraphs - we can configure them to always print any diagrams which are children of the element. eaDocX adds the Figure number (the word' figure' is configurable) so you can print a Table of Figures, just like a normal Word document.

1.3.3 competitor : WhyGoAnywhereElse.co.uk

Author of this analysis	Last updated on
Ian	22/04/2012

Overview:

This is a UK-based company, who are part of a much larger parent company who are a more traditional travel vendor. They were created in 2008 as the advanced-technology division of the parent company, but have yet to make an impact in the world-wide market - they are the leader in the UK.

Comment [I21]: Another section. The names of sections can be changed, to remind us what should be printed there, but as they are invisible in the final document, sometimes we just keep the default names.

2 Initial Requirements

2.1 Board (High Level) Requirements

These requirements are the summary of a board meeting on 11/10/2011, and should be taken as the initial set of requirements for the project.

Req Ref	Name	Description
HL_REQ_1	Providers	"GetLost" will aggregate services from many providers: airlines, hotel booking agencies and hotel chains, coach and train companies
HL_REQ_2	Options	The service shall allow customers to input their source and destination location, and the service shall provide them with travel options, with prices & times for each. E.g. "Bath" to "London centre" would give the customer the train, coach, hire-car options
HL_REQ_5	KPIs	Conversion of quotes into bookings is a key performance indicator for the system, and must be tracked each day/week/month
HL_REQ_3	Payments	Customers shall register their personal details and a payment method on the site before a booking can be made.
HL_REQ_4	Quotes	The Customer shall be able to get a quote, which, if they are registered, which may be stored in the system, for future use, but only if they are registered.

2.1.1 Risks

Risk Ref	Risk	Risk Description
	KPIs	TBD
GL-03	Payment reconciliation	There is a risk that the reconciliation mechanism will require additional work (not included in scoping/estimates). This will result in additional costs and schedule delivery impact.
GL-04	Providers commercial deals	There is a risk that deals cannot be negotiated with providers

Comment [I23]: This is a table of <<high Level>>Requirements. Every stereotype of every element type can have different formatting.
This makes stereotypes really important, but that's just good modelling style anyway.

We don't HAVE to make each stereotype format differently - we could just create a default one for all 'Requirement' elements, which will get used for any stereotype which doesn't have formatting of its own.

Comment [I24]: We're quite keen on using the EA 'Auto-Counters' feature to create unique IDs for most elements, and we put those into each element's 'Alias' attribute.
This is just how we have chosen to construct our model.

2.2 Detailed Requirements

2.2.1 Definitions

Req Ref	Name	Description
REQ005	Enquiry	An enquiry uses data that the TravelOptimizer has gathered from suppliers, but which is non-binding. Suppliers provide this data free
REQ004	Quote	A Quote involves the system communicating with the supplier to obtain a real-time value of the price of the ravel, hotel, flight etc
REQ003	Booking	A Booking is where a quote is made into a firm purchase of services

2.2.2 Signing-up new suppliers

Req Ref	Name	Description
REQ000	Sign-up	There will need to be a process for signing-up new suppliers. Suppliers systems should all conform with the TBML (Travel Booking & quotes Markup Language) standard, otherwise we will have to produce bespoke interface code for each supplier.
REQ001	Role of TBML	All TBML-compliant suppliers get paid via the TBMLCo. Payment Settlement System (PSS), where consumer companies (like GetLost) pay Suppliers once a month, via a single payment to TBMLCo. which in turn distributes those funds to suppliers.
REQ002	Non-TBML suppliers	Senior Manager approval shall be required in order to sign-up a non-TBML supplier, who must have obtained a firm quote for the creation of the interface software from our out-sourced software providers (IBM), plus approval from our IT & testing managers

2.2.3 Enquiries, Quotes and Bookings

Req Ref	Name	Description
REQ014	Cancelling bookings	Under some circumstances, a booking may be cancelled, though different suppliers have different rules and fees for this.
REQ015	Ticketless suppliers	Wherever possible, GetLost? will use ticketless suppliers, but this may not always be possible.

2.2.3.1 Quotes

Req Ref	Name	Description
REQ016	Breaking-up Quotes	Requests for quotes get broken-up into separate request for journey 'Steps', which may be sent to many different suppliers.
REQ006	Customer experience	A Customer shall be able to tell the system their travel requirements e.g. time & date, start & end points, restrictions & preferences, then the system will give recommended travel

> **Comment [I25]:** These are all tables of 'Requirement' elements. eaDocX makes the columns all the same width, and uses all the same formatting for each table.
>
> Choosing the width of columns is a matter of trial-and-error: experiment with what looks good for your data.

Req Ref	Name	Description
		options.
REQ007	Pre-stored locations	There shall be a be a set of start & end locations pre-stored e.g. "London - Trafalgar Square" , plus the customer shall be able to store their own locations.
REQ008	Storing quotes	Customer may then store those journeys as a quote
REQ009	Retrieve previous quotes	Customer shall be able to login and retrieve previous quotes
REQ010	Convert a quote into a booking	Customer shall be able to convert a quote into a booking
REQ011	Allowed Payment methods	The solution shall accept only credit or debit card payment methods
REQ012	Reporting	We need reports on: revenue by supplier, - conversion rates per day/week/month, segmented by customer type, - commission rates per hour/day/week/month, by customer segment and supplier. Other reports to be determined
REQ013	Customer preferences	Customer shall be able to save their preferences e.g. for a particular airline or hotel chain or model of transport.

3 Use Case Model

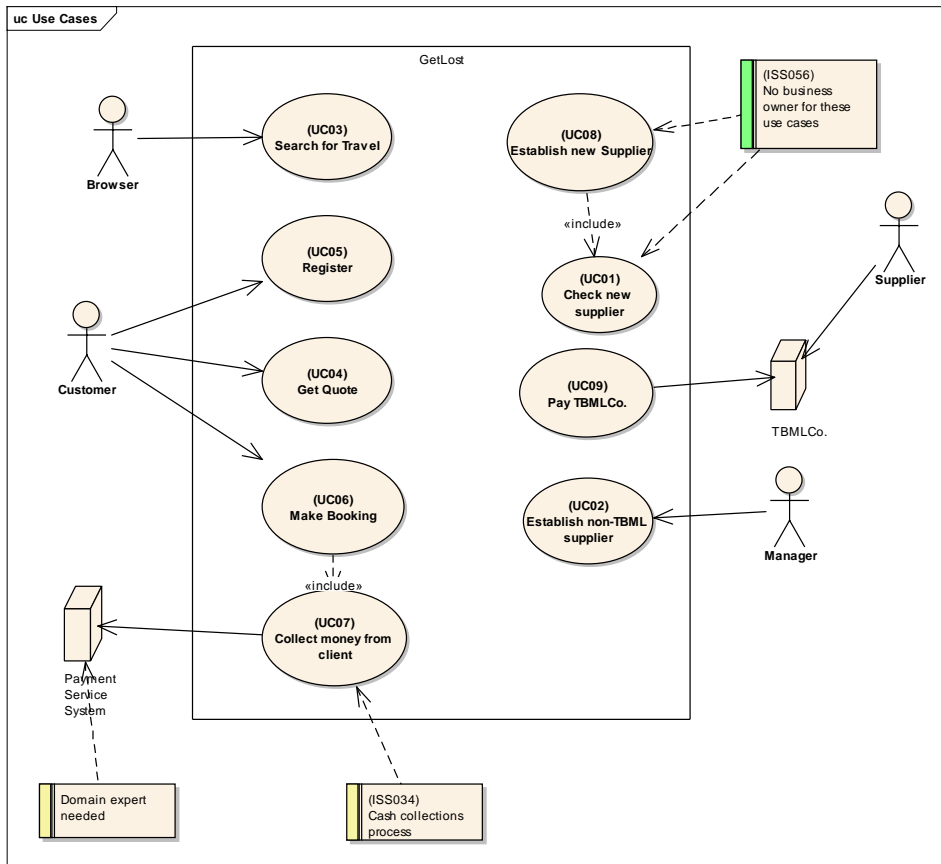These are the required use cases for GetLost.

Figure 3 : Use Cases

3.1 Actors

Actor	Description	Uses Use Cases
TBMLCo.		Pay TBMLCo.
Manager		Establish non-TBML supplier
Browser	An anonymous person, just browsing around the net. We think it is important to support these users, as if they have a good experience as browser, they may decide to go further and register. However, we don't want to be TOO nice to them.	Search for Travel
Customer	A Browser becomes a Customer at the point where they Register.	Make Booking, Register, Get Quote
Payment Service System	This is the only means by which a customer can make a payment to GetLost, via the single Payment Service System. Who that supplier will be will be determined later in the project, once detailed requirements are known.	Collect money from client
Supplier		

Comment [I26]: These attributes come from relationships which we have created in EA between Actors and Use Cases. Because the Use Cases are also printed in this document, the attributes are created as hyperlinks.

This allows readers to 'browse' your document, just as they would a website, by following links around the document, rather than reading it from start to finish.

Comment [I27]: Another internal cross-reference, from within EA.

3.2 Use Cases

3.2.1 Customer use cases

3.2.1.1 UseCase : Get Quote

Description:

Allows a user to get a quote for a journey, either a new one, or one previously stored. The quote has indicative, not contractual, prices for all Steps of the Journey.

3.2.1.1.1 Scenarios

3.2.1.1.1.1 Basic Path : Get Quote

#	Step	Extensions
1	Use Case starts when the user decides they want a quote. This might be a Browser or Customer.	
2	User enters the details for the quote (details TBD)	Retrieves previously stored quote
3	System breaks the quote into individual Journey Steps and asks Supplier systems to create quotes for each Step	Invalid Quote request
4	System creates a consolidated Quote from the individual Steps, and shows that to the user.	

3.2.1.1.1.2 Alternate : Retrieves previously stored quote

#	Step
1	User may ask system for a list of previously stored quotes
2	System shows user the lists of quotes
3	User chooses one.

Rejoins at: Get Quote step:3

3.2.1.1.1.3 Exception : Invalid Quote request

#	Step
1	System indicates to the user what information is required
2	Design Note: good UI design should prevent a badly-formed quote from being submitted in the first place.

Comment [I28]: This is how eaDocX can print EA Structured Scenarios.
Each scenario is a separate table of steps (we could have printed them as separate paragraphs, but we thought a table looked neater)

Comment [I29]: Where the scenario has alternates and exceptions, eaDocX automatically creates hyperlinks to those.

This means your EA model can use the full power of EA Structured Scenarios, and the document can show all the links which you created.

Comment [I30]: If your Structured Scenario specifies where the Alternate path rejoins the main path, that also becomes a hyperlink.

Comment [I31]: Note that exceptions - according to the UML definition - don't rejoin the basic path. That would make them alternates.
So, Exception paths don't print a 'rejoins' attribute

3.2.1.2 UseCase : Register

3.2.1.3 UseCase : Make Booking

3.2.2   Administration use cases

3.2.2.1 UseCase : Check new supplier

3.2.2.2 UseCase : Collect money from client

3.2.2.3 UseCase : Establish new Supplier

3.2.2.4 UseCase : Establish non-TBML supplier

3.2.2.5 UseCase : Pay TBMLCo.

3.2.2.6 UseCase : Search for Travel

Comment [I32]: These are a bunch of Use Cases which we haven't written yet

3.3 Issues

Issue Ref	Issue	Description
ISS034	Cash collections process	We seem to be missing a whole set of processes for the collection of un-paid invoices to Suppliers
	Domain expert needed	Who is the domain expert for this system? Nobody yet identified
ISS056	No business owner for these use cases	These use cases have no Business Owner, hence no Actor

Comment [I33]: We like to keep Issues within our EA models, and link them to the EA elements (Requirements, Use Cases, Components) to which they refer. This means we don't have to keep spreadsheets of issues external to EA.