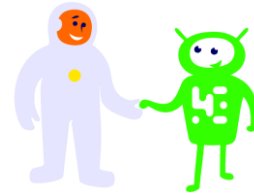


AdvanzPharma Medical Information

Website user guide and
practical advices



| Website structure and access



Website structure

Home page
(Select Country)

UK - Choice
HCP / Patient

Healthcare Professional (HCP)

Search Medical Information

Select a product

Use specific keywords

Multiple media pages per
product (1 per media file)

Patient / Caregiver

Confirmation

Search Medical Information

Select a product

Complete product licence
number

1 media page per product
with all product content

IT environment

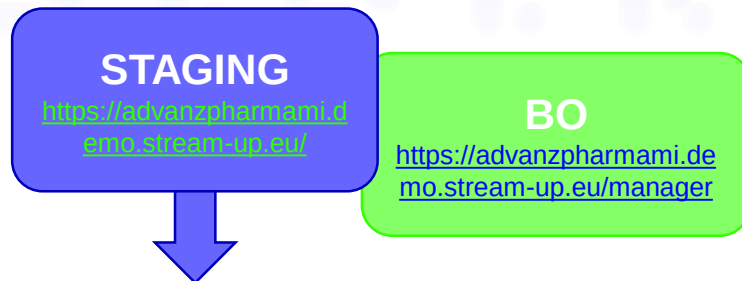
- Production site + Backoffice (BO)



Website which clients use.

Any saved change in the Backoffice will be instantly published on the PROD

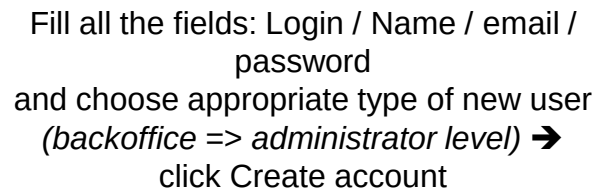
- Staging site + Backoffice (BO)



Website which K4 and AdvanzPharma use for testing and validating new features.

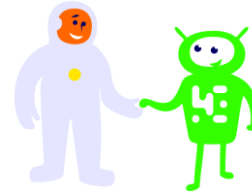
Staging backoffice is not connected with PROD.

1



5 | 01/08/2023

Practical advices



P.S. Also you are always free to ask K4 manager directly → see last slide with contacts

Glossary of the Backoffice

- **Web page** – standard default web page (ex: Country Selector, HCP / Patient selector, etc.)
- **Media file** – a PDF, video, FAQ item or other type of file integrated to a media page
- **Media page** – web page dedicated to the channel with 1 or several media file in it
- **Media channel** – folder which group several media pages
- **Metadata** – customized pieces of information which is used to categorise the content, and empowers basic platform capabilities
- **Tag / Keyword** – name of some type of metadata

How to add a new country



**Please contact K4events as it
requires advanced setup**

#1

**How to add a new
medical product**

#2

**How to correct the
text on the webpages**

#3

**How to create a new
media page**

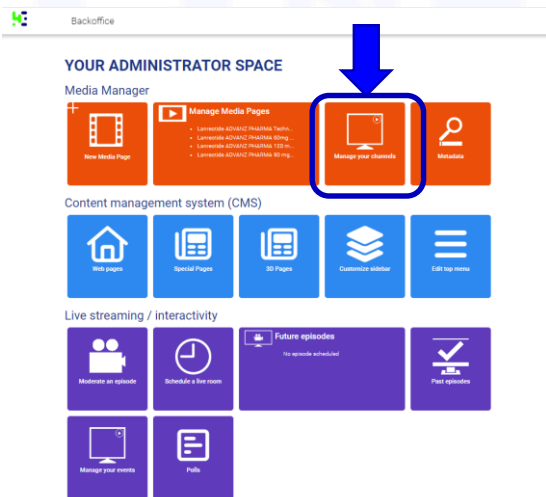
#4

**How to add a new tag
value**



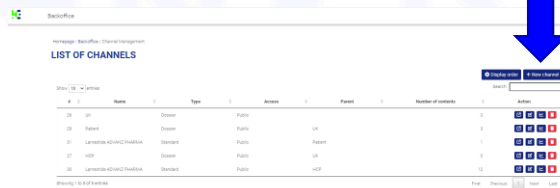
How to add a new medical product (1/2)

1



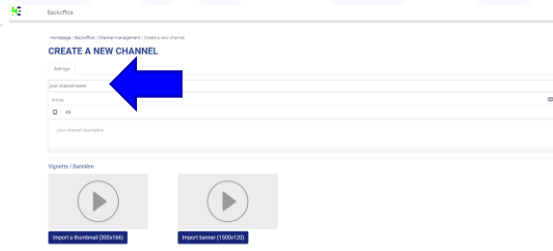
In the Backoffice choose the
« Manage your channels »

2



Click the button
« + New channel »

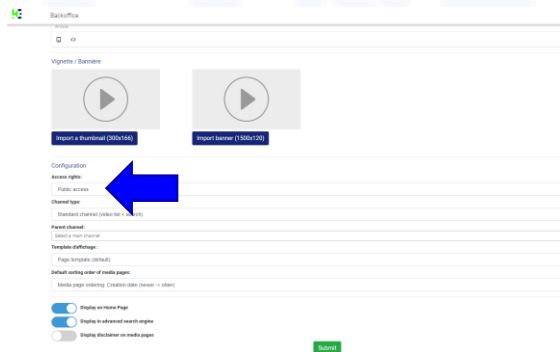
3



Enter the name of the
channel → name of the
new medical product

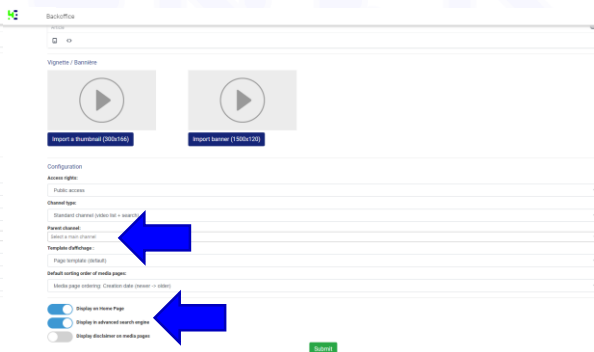
How to add a new medical product (2/2)

4



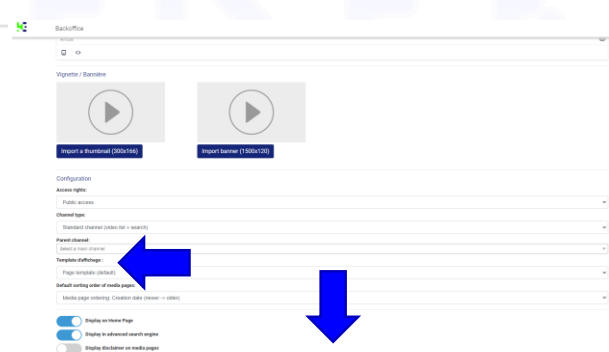
Put « Public Access » in the Access rights field

5



Select Parent channel → HCP or Patient (i.e. main folder) and choose the display options

6



Choose appropriate template of the pages → HCP or Patient and click Submit

Repeat the same procedure 1-6 for the second channel if a new medical product is available both for HCP and Patient

#1

**How to add a new
medical product**

#2

**How to correct the
text on the webpages**

#3

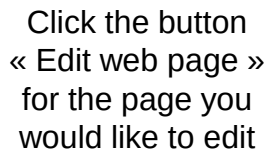
**How to create a new
media page**

#4

**How to add a new tag
value**



1

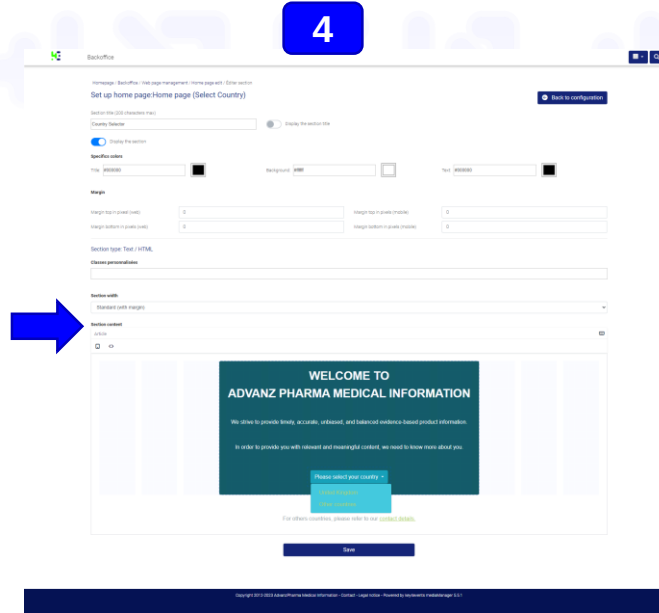


In the Backoffice choose the
« Web pages »

Click the button « Edit home page section »

How to correct the text on the webpages (2/2)

4



Backend

Homepage - Backend / Web page management / Home page with - Edit section

Set up home page Home page (Select Country)

Select the (20) character max

Country Selector

Display the section title

Display the section

Specify the colors

Top: #FFFFFF Background: #000000 Text: #FFFFFF

Margins

Margin top (px): 0 Margin top (px) mobile: 0

Margin bottom (px): 0 Margin bottom (px) mobile: 0

Section type: Text / HTML

Enter your content

Section width: Standard width margins

Section content

Preview

WELCOME TO
ADVANZ PHARMA MEDICAL INFORMATION

We strive to provide timely, accurate, relevant, and balanced evidence-based product information.

In order to provide you with relevant and meaningful content, we need to know more about you.

Please select your country

Save

In the Section content field you can edit and modify your text of the web page

At the end you click the Save button.

#1

**How to add a new
medical product**

#2

**How to correct the
text on the webpages**

#3

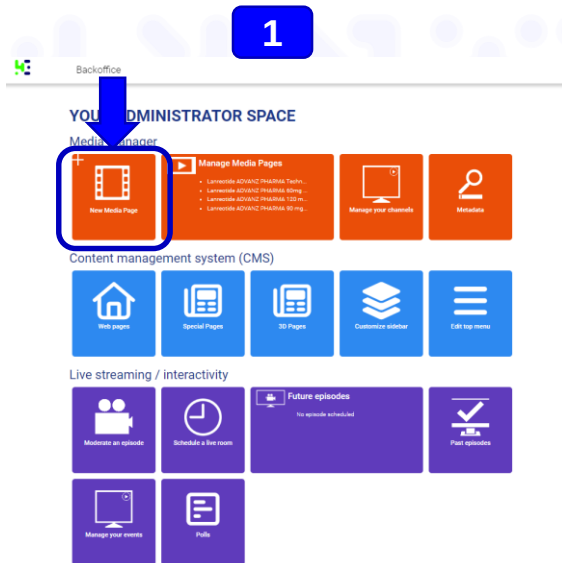
**How to create a new
media page**

#4

**How to add a new tag
value**



How to create a new media page (1/2)



In the Backoffice choose the
« New media page »

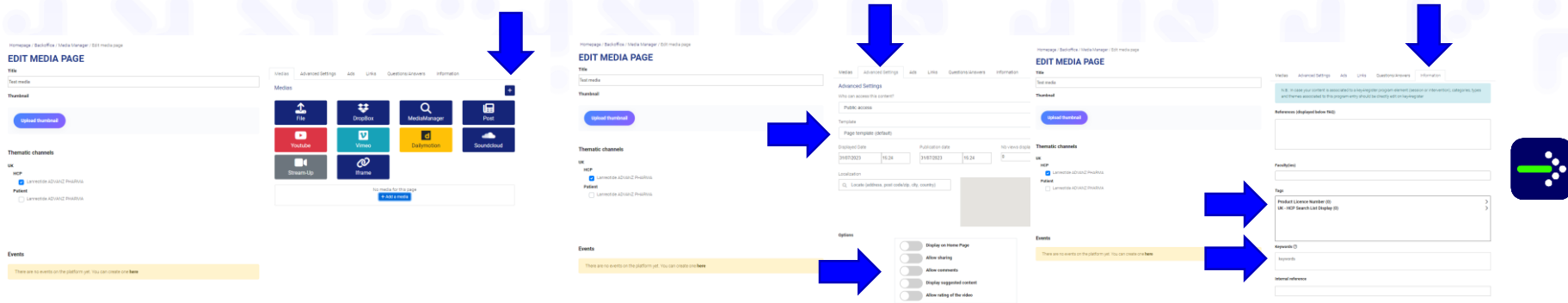


Write the title of the media page
and choose the dedicated channel
where media page should appear



Choose the display options and
click Create and import medias

How to create a new media page (2/2)



Click the « + » and choose the option for the media to add on the page : « File » for a PDF document / « Vimeo » for the video link

In the « Advanced settings » of the Edit media page part you can choose the right template and display options

Finally in 'Information section' you can attribute the Tag or add the keyword so the media appears accordingly in the search result

At the end click Save

#1

**How to add a new
medical product**

#2

**How to create a new
media page**

#3

**How to create a new
media page**

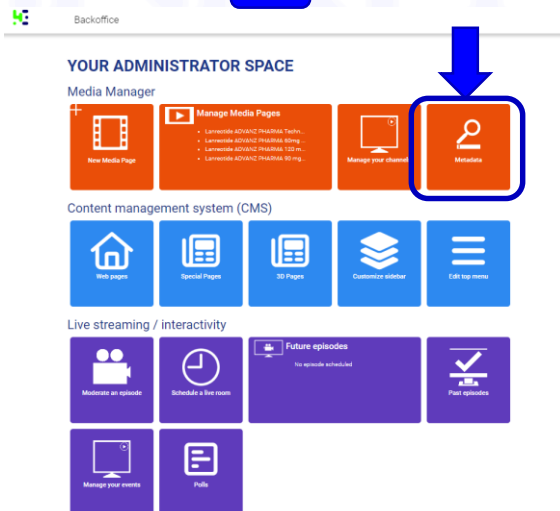
#4

**How to add a new tag
value**



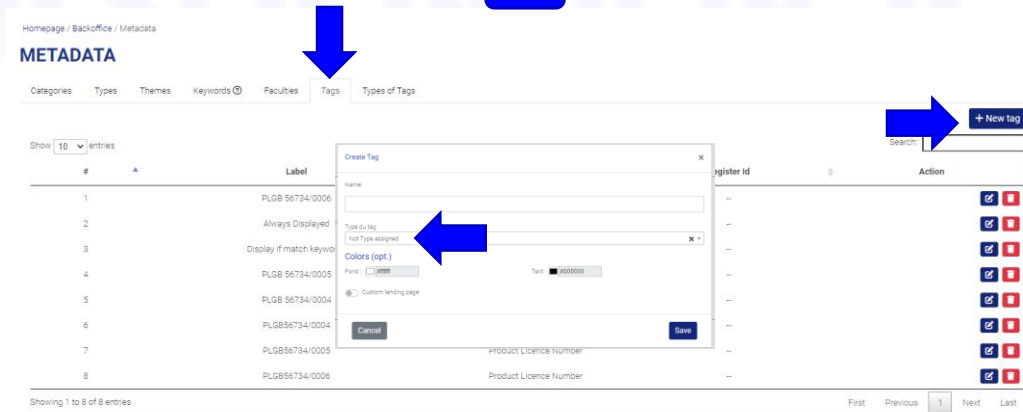
How to add a new tag value

1



In the Backoffice choose the
« Metadata »

2



In the « Metadata » page choose the 'Tags' folder and click on the 'New tag' icon; in the 'Create tag' window put the name of the tag and select appropriate type of the tag → Save
Ex: adding a new Product Licence Number for a medication.



Your contact

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