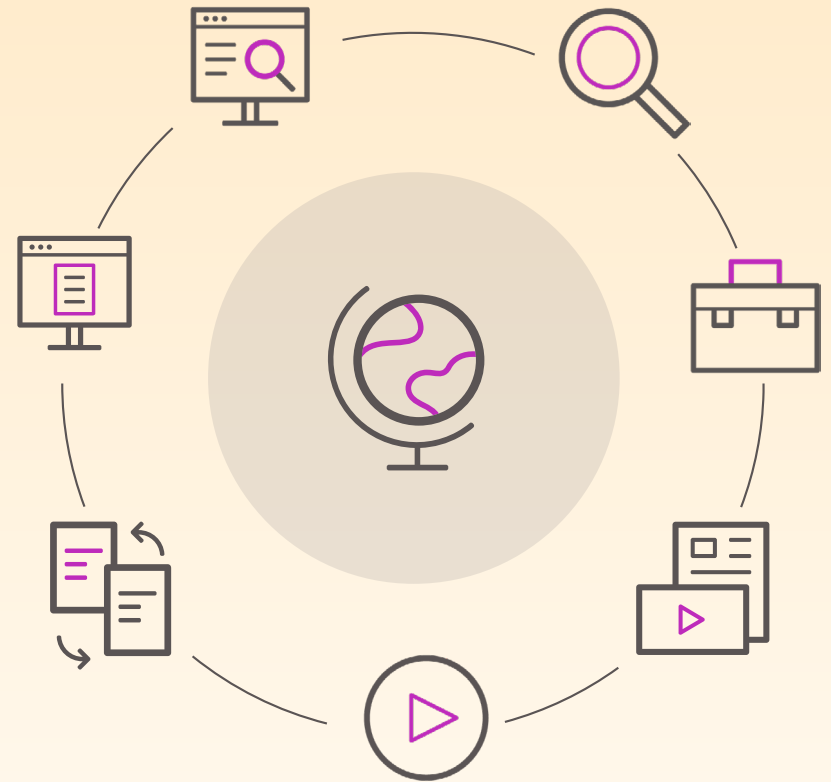


The **Value** Pack User Guide for Managers

May 2021



What's In This Guide

Select the button below to lead you to the guide section or continue to the next page for step-by-step directions.

Uploading Files

Step-by-step guidance for organizing, naming, and tagging files

Managing Pages

How-to for adding new pages and updating existing pages, including quick links

Resources

Maintain and add external website links to the Resources section of the site

RRP

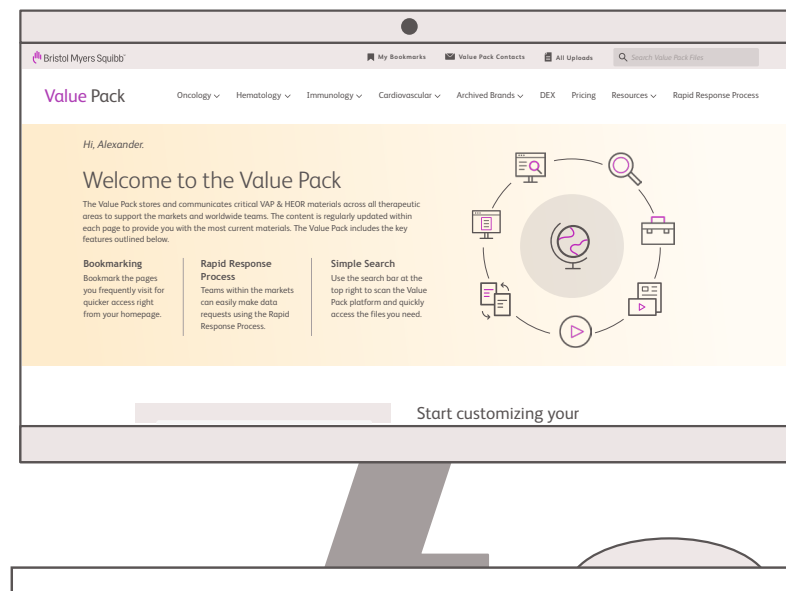
Rapid Response Process (RRP). Maintain and add individual email addresses to the RRP form notifications

Contacts

Easily manage a list of Value Pack contacts

Permissions

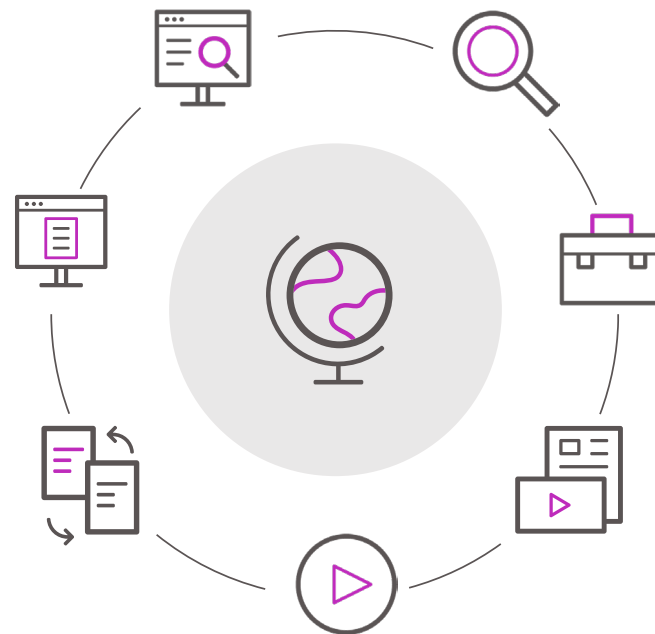
How to grant and remove access



Welcome

The **Value Pack** centrally stores and communicates critical and up-to-date WW VAP and HEOR materials across all therapeutic areas to support the markets and worldwide teams in launches and submissions.

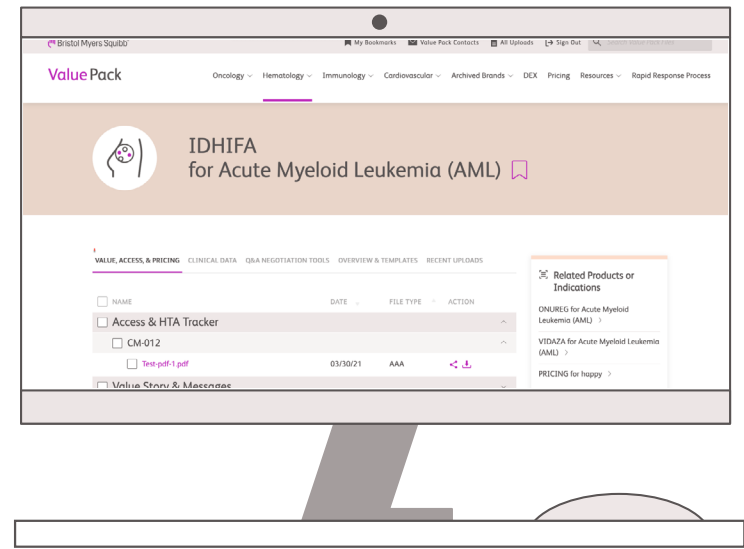
This guide will allow managers to maintain the entire **Value Pack** website. This includes uploading files and important external links, adding and editing pages, and managing RRP and contacts for further growth in the BMS portfolio.



Uploading Files: Section Overview

Value Pack managers are responsible for uploading and maintaining current files, as well as tagging them to optimize search and access. **This section will focus on:**

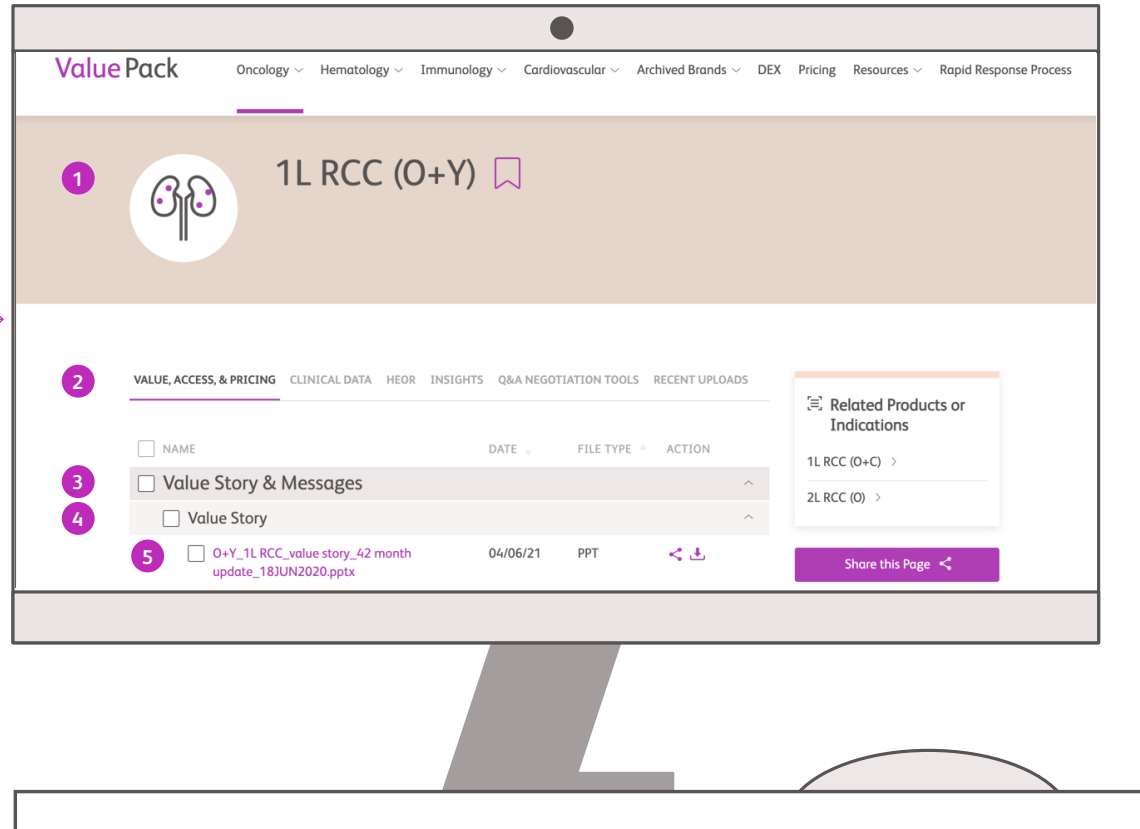
- ✓ How to access the Digital Asset Manager (DAM) and complete file properties
- ✓ How to choose which page, tab, section, and/or subsection is appropriate for your file
- ✓ How to upload and tag files correctly
- ✓ How front end and back end of the site interface



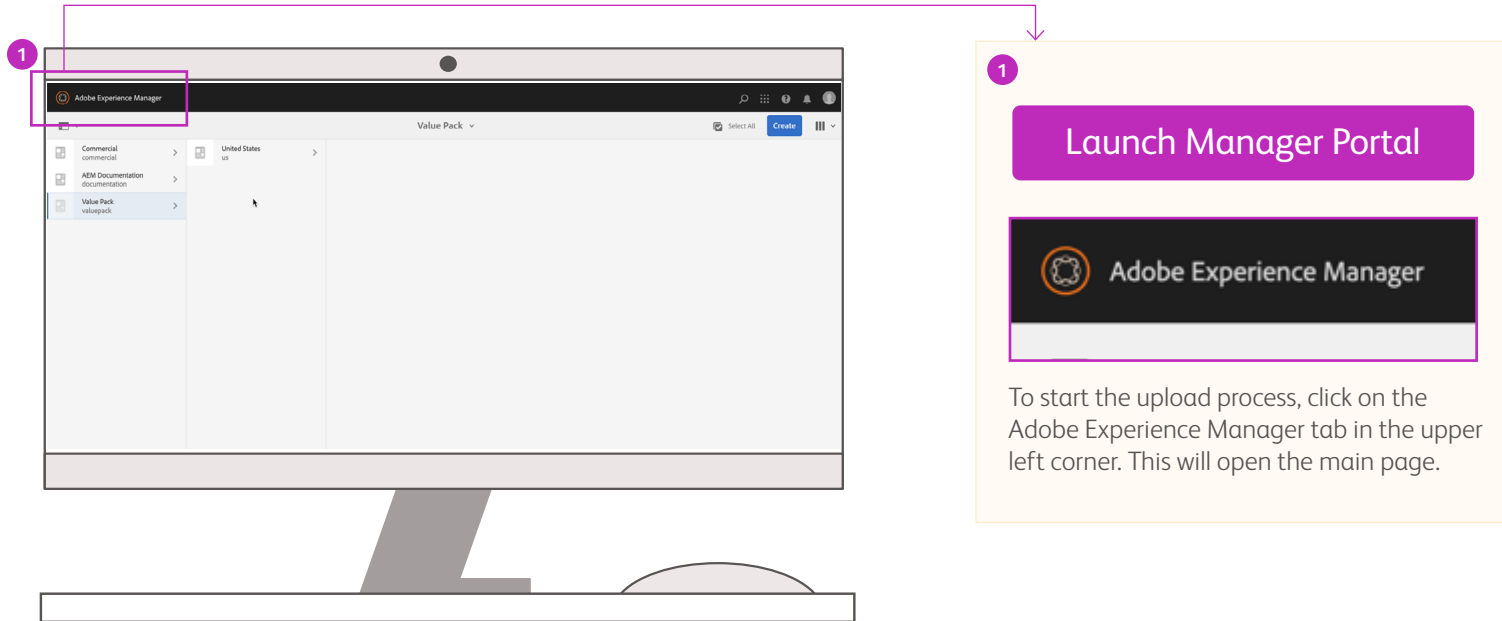
Uploading Files: User-Facing View

Here is what your users see once all files have been uploaded. Select a button below to visit that section in this guide.

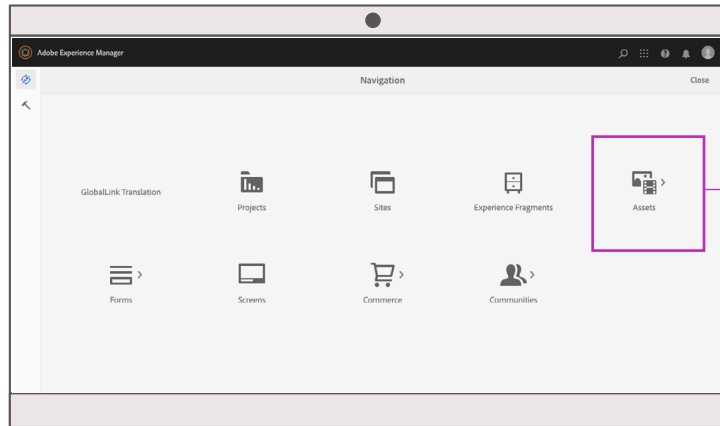
- 1 Page
- 2 Tab
- 3 Section
- 4 Sub-section
- 5 File



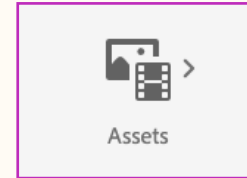
Starting the Upload Process



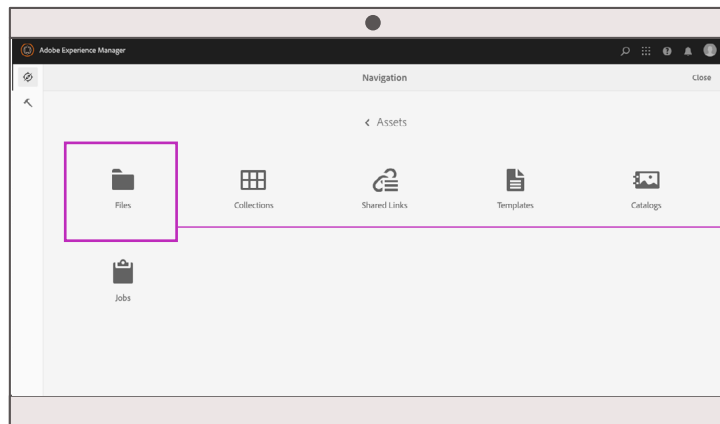
How to Access the Digital Asset Manager (DAM)



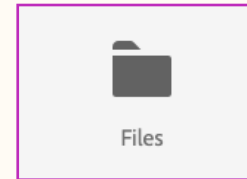
1



Select the **Assets** icon on the main page to access the DAM.

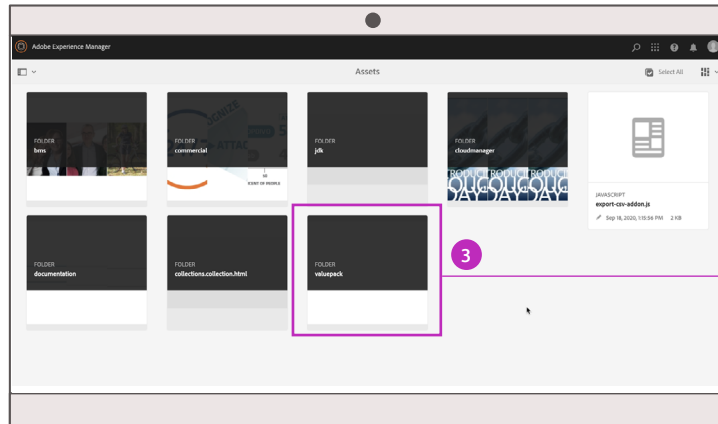


2

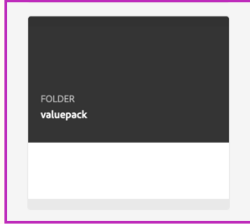


Select the **Files** icon to open all files on the DAM.

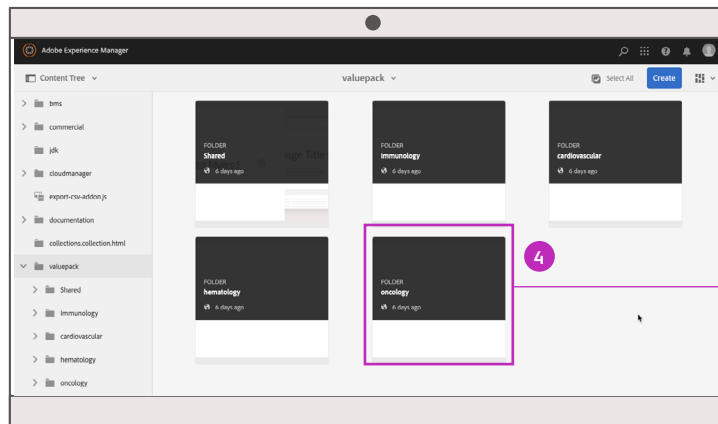
How to Access the Digital Asset Manager (DAM) - continued



3



Select **Value Pack** from the files list to open the Value Pack folders view.

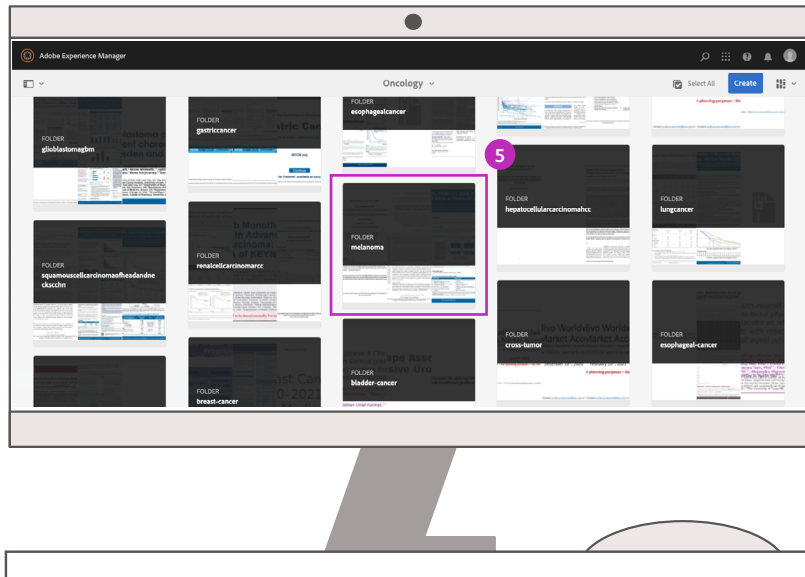


4

Choose where to upload your file from the folders provided. It is important to keep the DAM organized even though it is not visible on the front end.

For example, if you're uploading a *Melanoma Value Story* file, choose the **Oncology** folder before going to the next step.

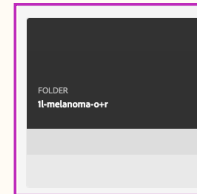
How to Access the Digital Asset Manager (DAM) - continued



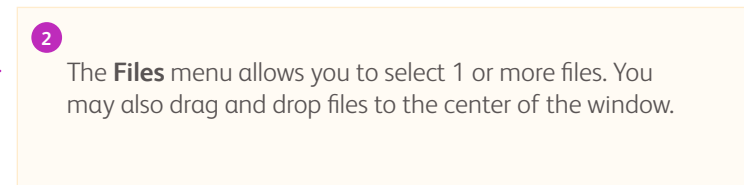
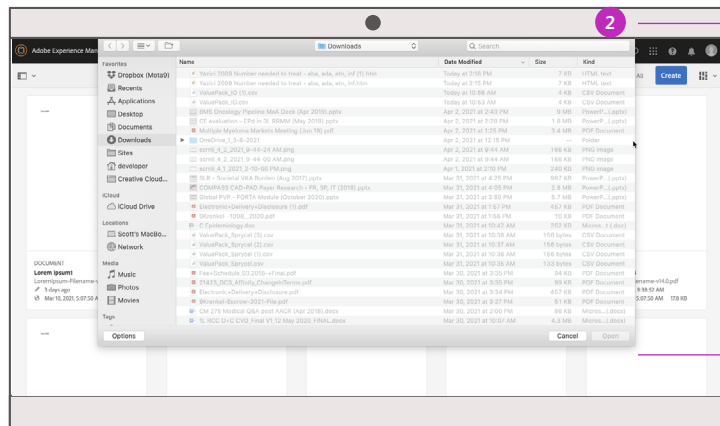
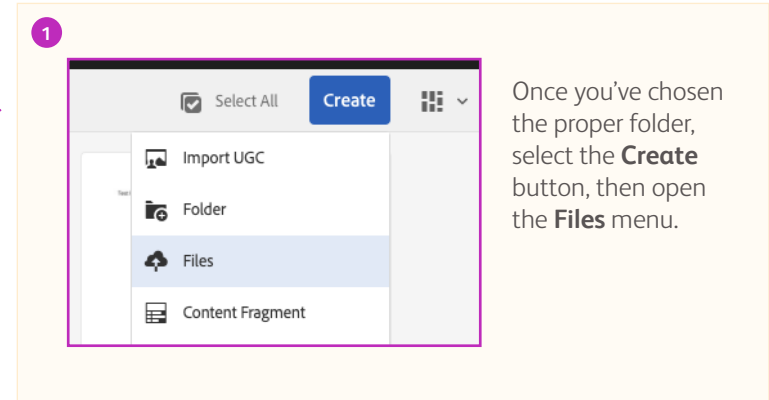
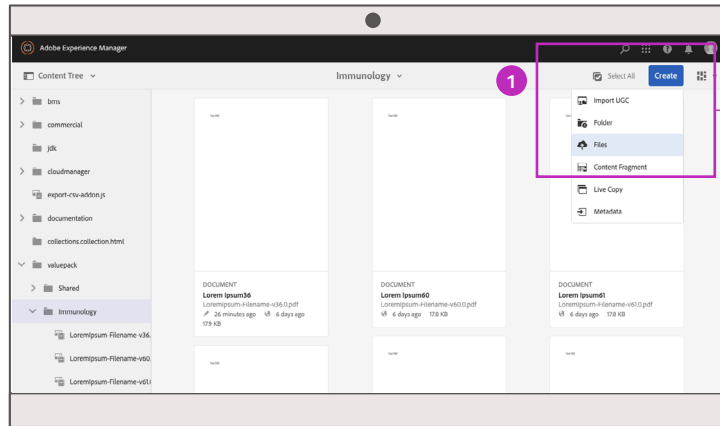
5



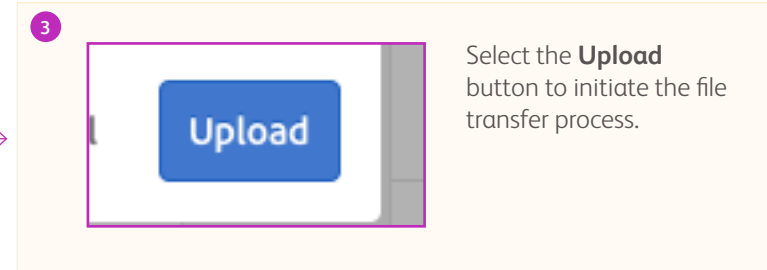
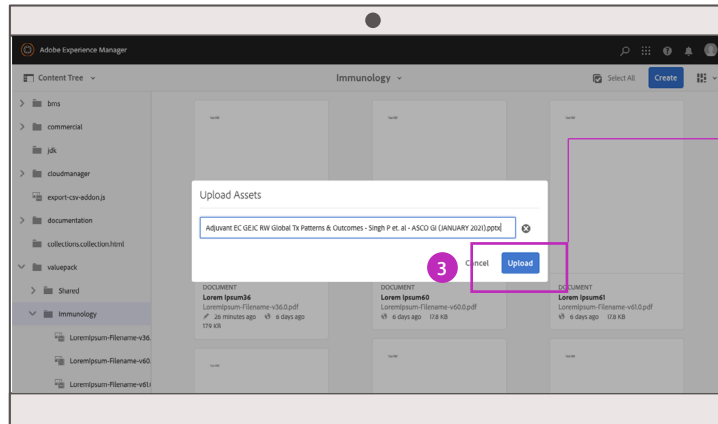
Continuing with this example, once inside the **Oncology** folder. Choose the **Melanoma** folder, then the **1L Melanoma (O+R)** folder.



Uploading Files to the Value Pack



Uploading Files to the Value Pack - continued

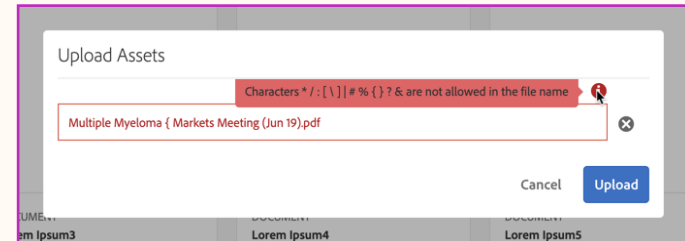


Naming Convention Tips

If your file contains special characters (\$, &, ^, *, etc) you will receive an error message. Simply follow the naming convention example below to update the file name and then upload the file.

CM-9LA **GVD Module 2** **(April 2021).doc**

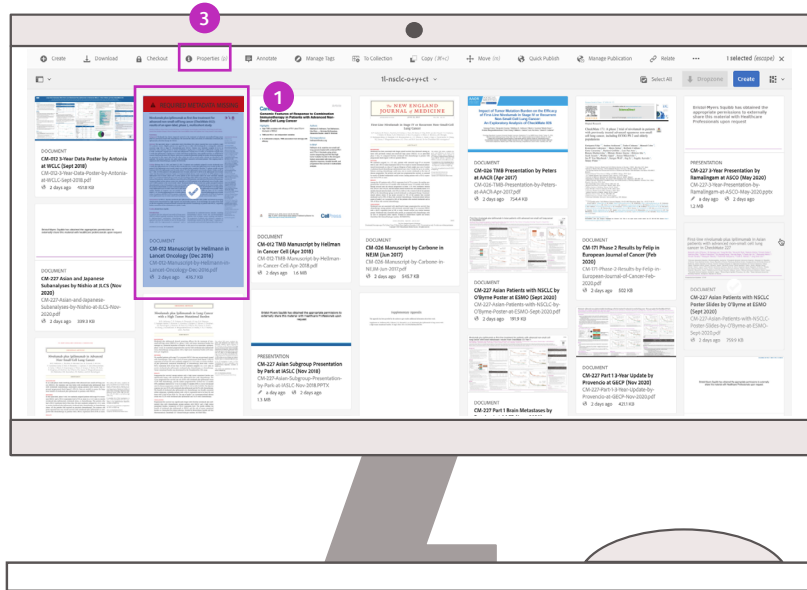
PRODUCT, INDICATION, AND/OR CLINICAL TRIAL FILE TYPE MONTH AND YEAR FILE WAS DELIVERED



Example of the error message if the name is typed with special characters.

Editing File Properties

Once a file is uploaded, you'll receive a notice regarding metadata. You must tag your file in order for it to appear for Value Pack users. To start tagging your file:



PRO TIP

1l-melanomea-o+y ▾

Select All Create

Type	Dimensions	Size	Rating	Usage	Created	Modified	Published	Workflow	Meta Profile	Card View
PRESENTATION		526.8 KB	0		a day ago	a day ago External User	a day ago workflow-process-service			Column View

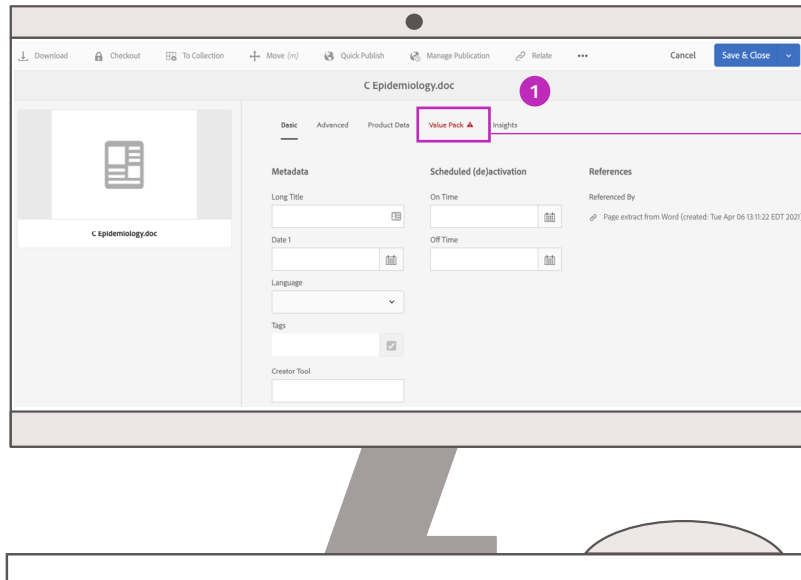
List View

Managers can switch to list view for additional file sorting options. Sorting by recently modified allows you to see your newly added file first on the list.

- Find your file, which will have a red banner. By default, new files will appear at the bottom.
- Click the check mark at the top of the screen to choose the file you wish to edit.
- Click **Properties** to attribute a file and categorize it for users.

Editing File Properties - continued

Once you have selected your file, you can begin filling out the properties on the **Value Pack** tab.



1

Value Pack ⚠

Select the **Value Pack** tab to begin editing your file properties. The text will appear red until the required tags have been saved.

File Properties: Value Pack Fields

The file properties describe your file in detail. To be sure you are categorizing your file correctly, we have provided guidance on what each attribution field covers.

The screenshot shows the 'Value Pack' tab of a file's properties. The interface includes a top navigation bar with options like 'Download', 'Checkout', 'To Collection', 'Move (m)', 'Quick Publish', 'Manage Publication', 'Relate', 'Unrelate', 'Cancel', and 'Save & Close'. The main content area is divided into 'Metadata', 'Tagging', and 'Other' sections. Numbered callouts point to specific fields: 1. Title, 2. Description, 3. File Type, 4. Page(s), 5. Tab, 6. Section Heading, 7. Sub-section Heading, and 8. Other Tags. The 'Title' field contains 'Opdivo plus Yervoy for previously untreated patients with intermediate/poor-risk advanced or metastatic RCC'. The 'Description' field contains 'Opdivo plus Yervoy for previously untrea...'. The 'File Type' field is set to 'PPT'. The 'Page(s)' field is set to 'x ValuePack: Page / Oncology / Renal Cell Carcinoma (RCC) / IL RCC (O+Y)'. The 'Tab' field is set to 'valuepack:category-tab/value-aci'. The 'Section Heading' field is set to 'valuepack:section-heading/value-'. The 'Sub-section Heading' field is empty. The 'Other Tags' section contains 'Value Story' and 'Yervoy'.

- 1 **Title:** User-facing file name
- 2 **Description:** Optional description of file, entered by author
- 3 **File Type:** The user must enter a file type: DOC, JPG, MP4, PDF, PPT, XLS, or ZIP. The file type does not show automatically
- 4 **Page:** Main webpage(s) within the site your file will live on
- 5 **Tab:** Specifies the main tab for the file
- 6 **Section:** Further identifies the type of file to narrow search results
- 7 **Sub-section:** The most granular level of categorization
- 8 **Other tags:** Added keywords to aid in search function. The keywords are hidden from the front end view but will allow your files to be found easier when searched

Categorization Criteria

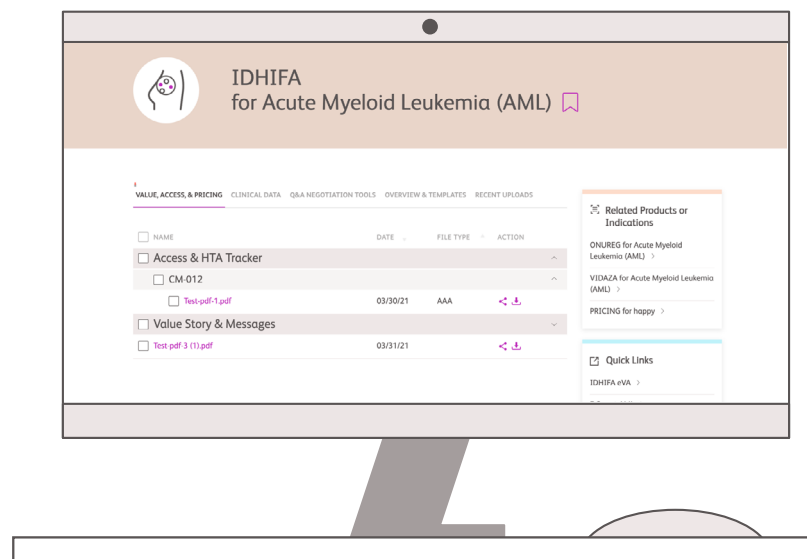
As you are filling out the file properties, it is important to consider the appropriate location within the **Value Pack**.

Files may be uploaded to more than 1 page so be sure to select all the relevant pages when uploading your file.

Here is some guidance to help you during the categorization process:

Questions to ask when uploading a file

- Which *Page* or *Pages* are best for this type of file?
- Which *Tab* is the best fit for this type of file?
- Which *Section* best describes the type of file?
- Does this file require a *Sub-section* for more specificity and does one exist already?



Categorization Criteria: Choosing the Correct Page

There are 5 main types of pages in the **Value Pack**. Choosing the appropriate page for your file is critical. See the descriptions under each column to determine which page best fits your file. **NOTE: A file can live on multiple product & indication pages.**

Products & Indications

All materials specific to a product/indication. It includes items on page 4, such as VAP and HEOR deliverables, trainings, and key publications. Non-product/indication-specific materials should be categorized in one of the other appropriate sections.

DEX

RESTRICTED ACCESS

DEX is the process through which access provides input into the clinical development process. DEX materials—including templates, schedule, and presentations—are included in this page.

Pricing

RESTRICTED ACCESS

All non-indication-specific pricing tools and models, educational resources, and pricing strategies

Advocacy

Guidance frameworks, internal best practices, external resources related to patient advocacy

Meetings & Resources

Non-product/indication-specific content from key meetings and resources across the portfolio

Categorization Criteria: Tab Options

Tabs are the next level of refinement for file categorization. Below are the available tabs for each type of page. If you select a tab not specified as an option for your page, the file will not appear on the front end.

Main tab options

Products/Indications

- Value, Access, & Pricing
- Clinical Data
- HEOR
- Insights
- Q&A/Negotiation Tools

Other tab options for following page types

DEX

- Overview & Templates
- Schedule
- Materials

Pricing

- Pricing Tools & Models
- Educational Resources
- Pricing Strategies
- Innovative Pricing
- Best Practices

Advocacy

- Guidance Framework
- Internal Best Practices
- External Resources
- Country Mappings
- Publications

Meetings & Resources

- VAP
- Oncology
- Hematology
- Immunology
- Cardiovascular

Categorization Criteria: Choosing the Correct Tab

The tab criteria below are for product/indication pages only. Tabs identify a broad category for your file.

Value, Access, & Pricing

- Brand & Access Strategies
- Value Story & Messages
- Objection Handlers
- Pricing Strategy
- Global Value Dossiers w/ Reference Pack
- Local Dossiers, such as US AMCP Dossier
- Training Materials

Clinical Data

- Core Medical Decks
- Clinical Publications
- Medical Backgrounders
- Clinical Guidelines

HEOR

- HEOR Publications
- Systematic Literature Review (SLR) Reports
- Indirect Treatment Comparison (ITC) Reports
- Cost-Effectiveness Analysis Reports
- Budget Impact Analysis Reports
- Patient-Reported Outcomes (PRO) Reports
- Real-World Evidence (RWE) Reports

Insights

- Competitor Data and Backgrounders
- Local HTA Documents
- Market Research

Q&A / Negotiation Tools

- Medical Q&As
- Mock Negotiations

Categorization Criteria: Choosing the Correct Section

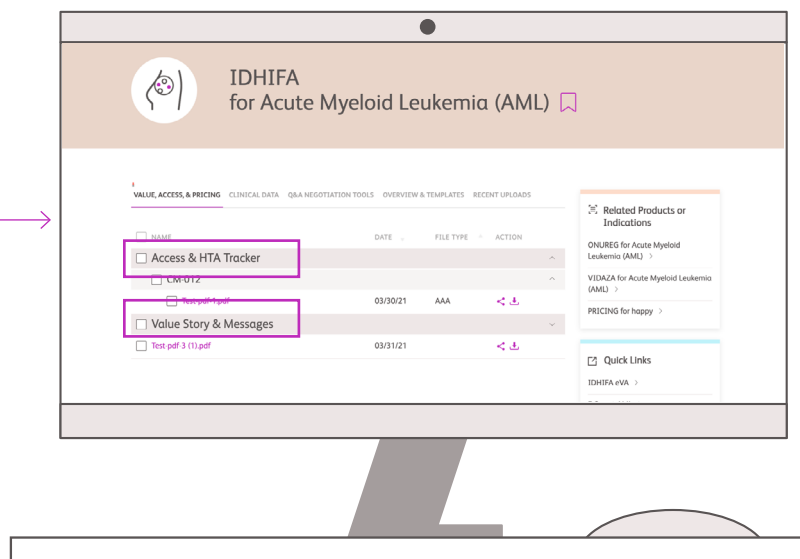
Sections allow you to further organize your file within the tab. A section specifies the type of file. Choose your section from the list provided.

Section Heading List

Choose from the following:

- Access & HTA tracker
- Advisory Boards
- Biomarkers
- Brand & Access Strategies
- Budget Impact Analysis
- Business Cases
- Cardiovascular
- Clinical Data
- Clinical Publications
- Collaborative Engagement
- Collaborative Negotiation
- Combination Therapies
- Competition
- Contracting
- Core Medical Decks
- Cost Effectiveness Analysis
- Dex Templates & Overview
- Dosing Administration
- Expand Noac Market
- Forma
- Funding flow
- Global Value Dossier
- Guidelines
- Hematology
- HEOR data
- HEOR Models (Restricted)*
- HEOR Publications
- Immunology
- Indirect Treatment Comparisons (ITC)
- Local Dossiers
- Local HTA
- Market Research
- Medical Q&As
- Mock Negotiations
- Objection Handlers
- Oncology
- Other
- Patient Reported Outcomes (PRO)
- Policy & Advocacy
- Pricing
- Pricing Framework
- Real World Evidence (RWE)
- Regulatory
- Schedule
- Secure and Maintain Leadership
- Systematic Literature Reviews (SLR)
- Tender Management
- Timelines
- Trainings & Meetings
- Value Demonstration Team (VDT)
- Value Story & Messages

EXAMPLE

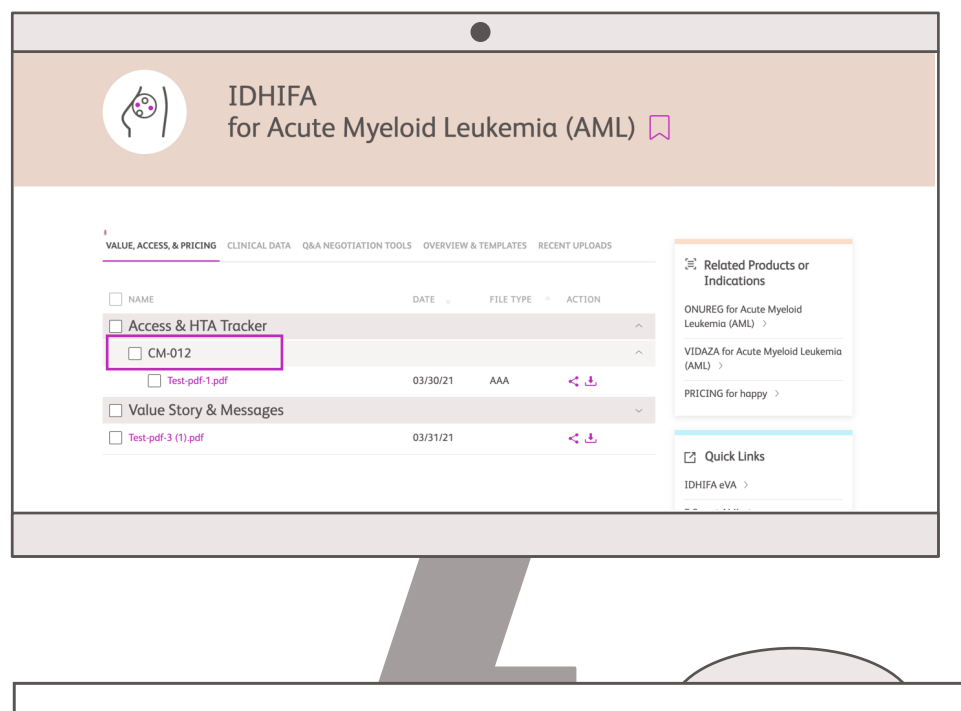


*Files uploaded to the HEOR Models section are restricted access.

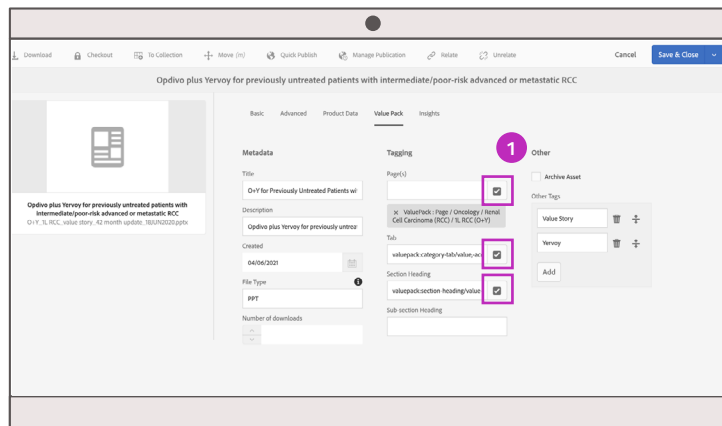
Categorization Criteria: Choosing the Correct Sub-section

Sub-sections are entered as free-text and can be determined by managers. This allows you to further categorize a file beyond the type of file specified in a section. Examples of sub-sections include a clinical trial name, treatment regimen, or type of HEOR publication (RWE, ITC, CEM, BIM, PRO). Sub-sections should be used to improve navigation for the user when there are many files stored at the Section level.

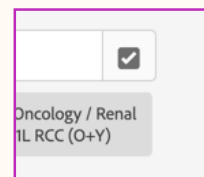
EXAMPLE



How to Access Pop-up Lists and Tag Files

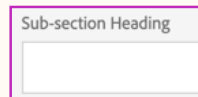


1

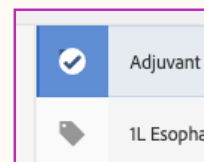
STEP 1: Choose your option:

Click the **Check mark** icon  to access a pop-up list of possible tags.

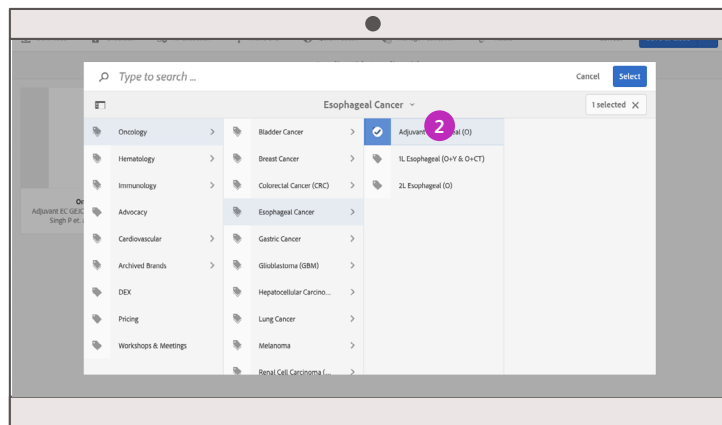
Pages, Tabs and Section Headings have check marks indicating a list of tags to choose from. The Sub-section field is optional and can be typed in by a manager as free text.



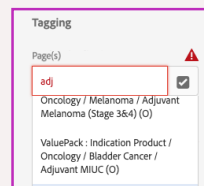
2

STEP 2: Tag your files

Select the **Tag** icon . Finish by choosing the **Select** button in the upper right-hand corner.

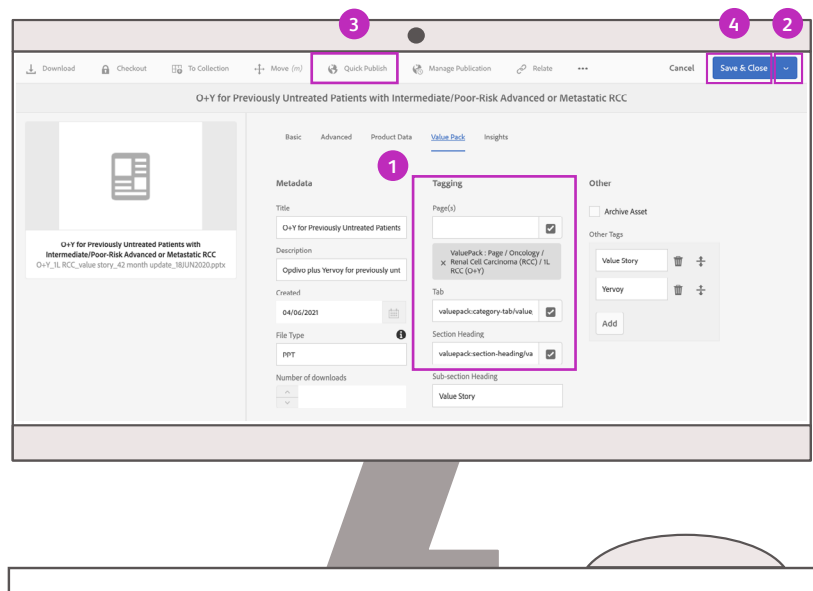


PRO TIP



For a short cut, start typing the tag name to see a filtered list based on your input. You will see a drop-down list of all the tags containing those letters. Select the appropriate tag(s) from that list.

Saving Tagged Files: Final Check



1

Tagging

Page(s) ☒

ValuePack : Page / Oncology /
X Renal Cell Carcinoma (RCC) / IL
RCC (O+Y)

Tab ☒

valuepack:category-tab/value

Section Heading ☒

valuepack:section-heading/va

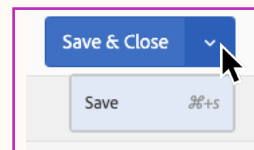
Sub-section Heading

Value Story

If a file has been tagged successfully, the fields should appear as shown here, only with the specific tags you have chosen.

The **Sub-section Heading** as well as **Other Tags** are optional, free-text fields.

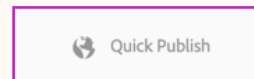
2



When you have completed identifying and tagging a file, click the **drop-down arrow** on right and click **Save**.

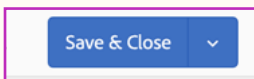
IMPORTANT

3



Click **Quick Publish** to make files visible to users on front end.

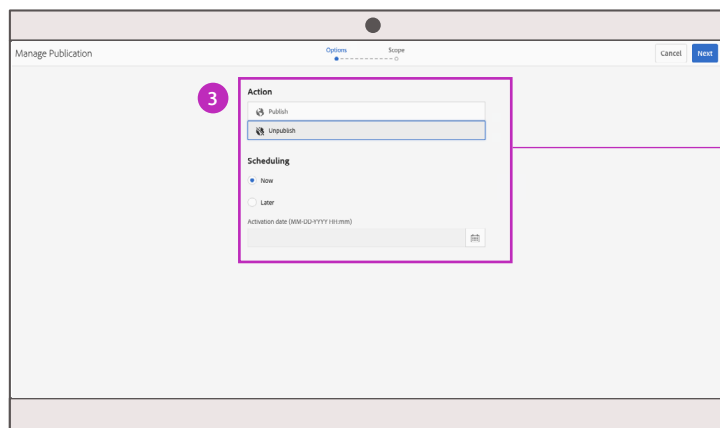
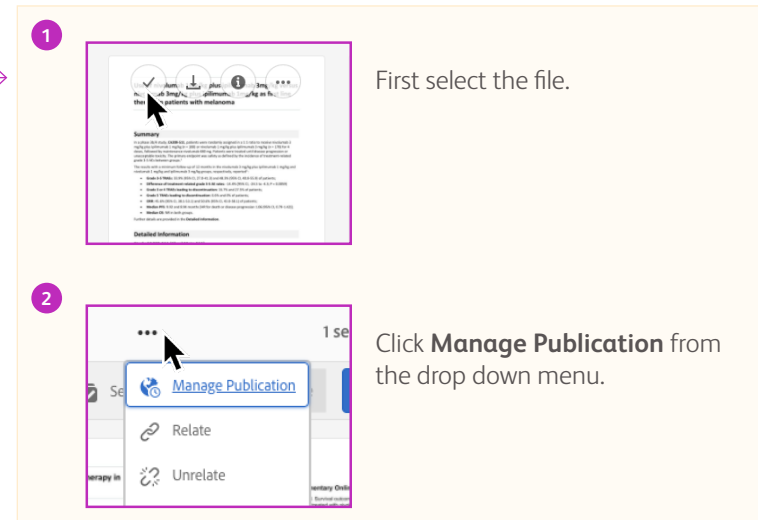
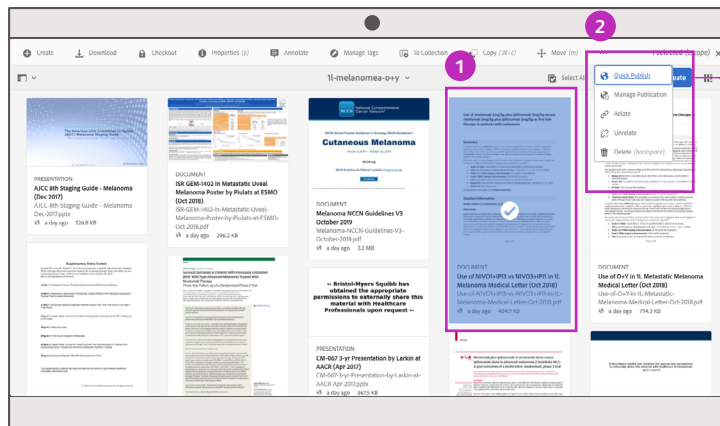
4



Then click **Save & Close** to close file properties.

Archiving and/or Deleting Files

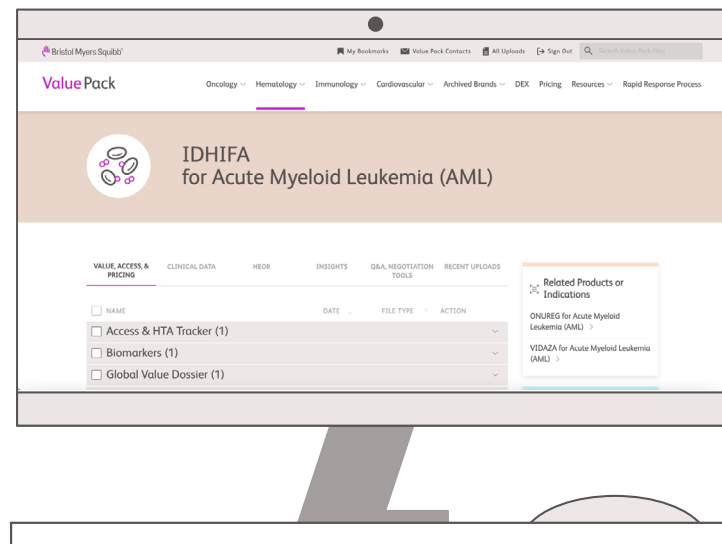
Unpublishing a file will hide it from the front end, archiving it for users. You may also go a step further by deleting the unpublished file.



Managing Pages: Section Overview

Value Pack managers are responsible for creating and managing pages within the site. **This section will focus on:**

- ✓ What you need to know to add a new page
 - Page tags
 - Page creation
- ✓ How to assign page location
- ✓ How to edit an existing page
- ✓ Publishing pages



Managing Pages: User-Facing View

Here is what your users see once pages are published. Select a button below to visit that section in this guide.

The screenshot displays the Value Pack interface for IDHIFA for Acute Myeloid Leukemia (AML). The interface includes a top navigation bar with the Bristol Myers Squibb logo, user links (My Bookmarks, Value Pack Contacts, All Uploads, Sign Out), and a search bar. Below this is a secondary navigation bar with various medical categories. The main content area features a large header with the product name and a featured image. A sidebar on the left contains a table of links. A right sidebar contains two sections: 'Related Products or Indications' and 'Quick Links'. A bottom section titled 'Meet the Team' lists team members.

1 Page Headline With Featured Image Component

2 "Related Products or Indications" sidebar component

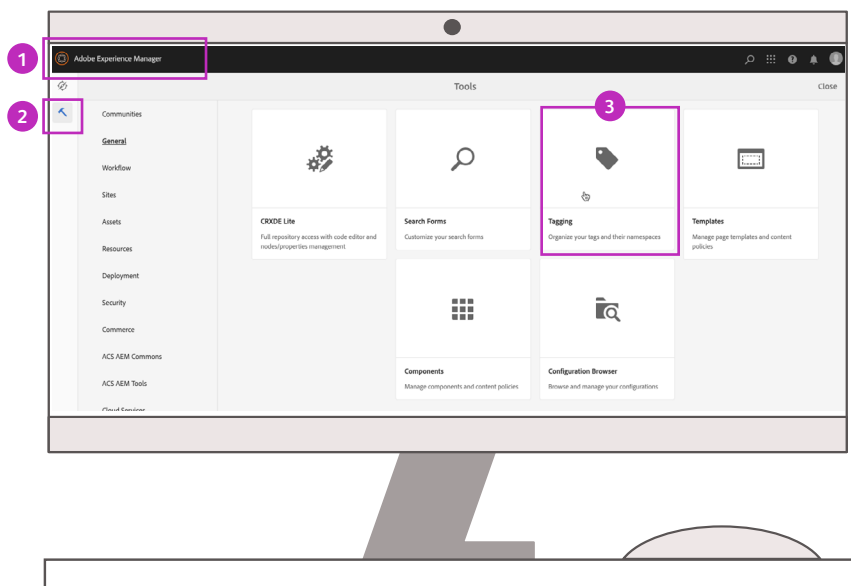
3 "Quick Links" sidebar component
Optional, if Quick Links are available to add.

4 "Meet the Team" sidebar component

Create the Page Tag

Your first step in creating a new page is to create a page tag.

WHY: Uploaded files get assigned to tags, not pages. So, you need to first create the tag that will be associated with the new page.



1

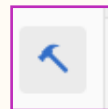
Launch Manager Portal



Adobe Experience Manager

STEP 1: Click **Adobe Experience Manager**.

2



STEP 2: Click the **Hammer** icon.

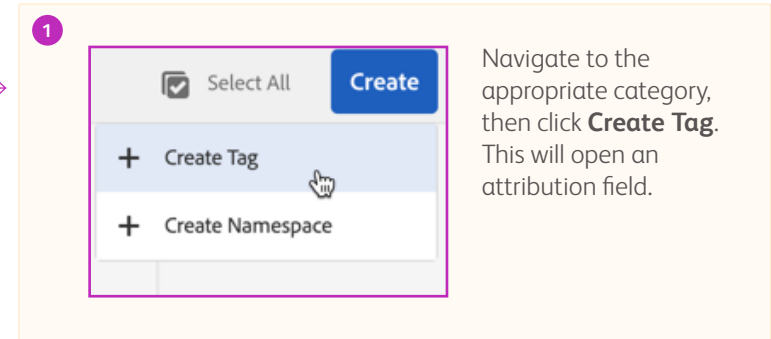
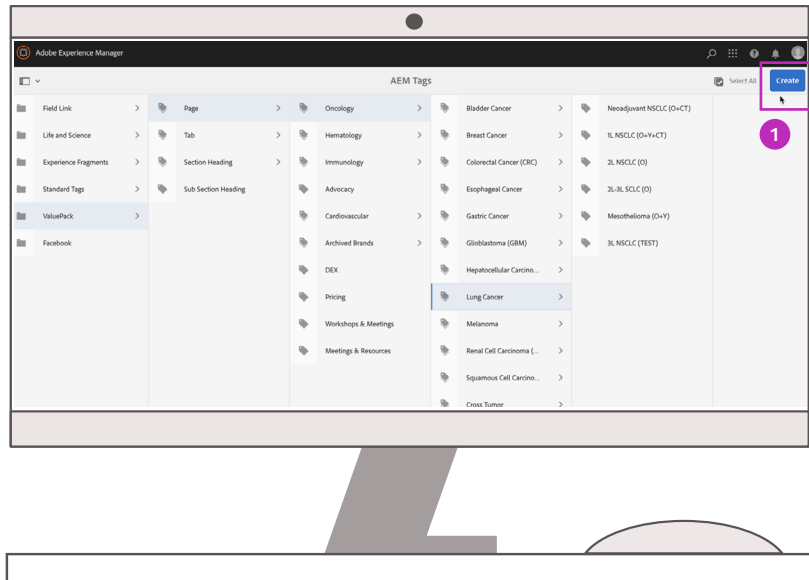
3



STEP 3: Select the **Tagging** tool.

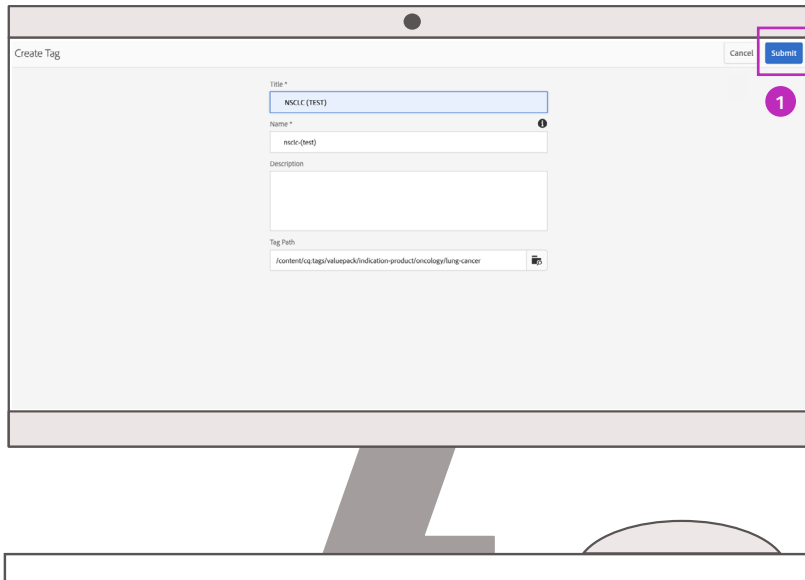
Create the Page Tag - continued

The tag for your page should be filed in the appropriate location. For example, a new NSCLC page should be filed under Oncology > Lung Cancer.



Entering Tag Title

Enter the tag title in the **Title** field. The title should match your intended page name. Additional fields are either not required or are entered automatically.



Create Tag

Cancel Submit

Title *

NOCLIC (TEST)

Name *

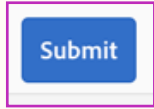
nick- (test)

Description

Tag Path

/content/eq/tags/valuepack/indication-production/colografting-cancer

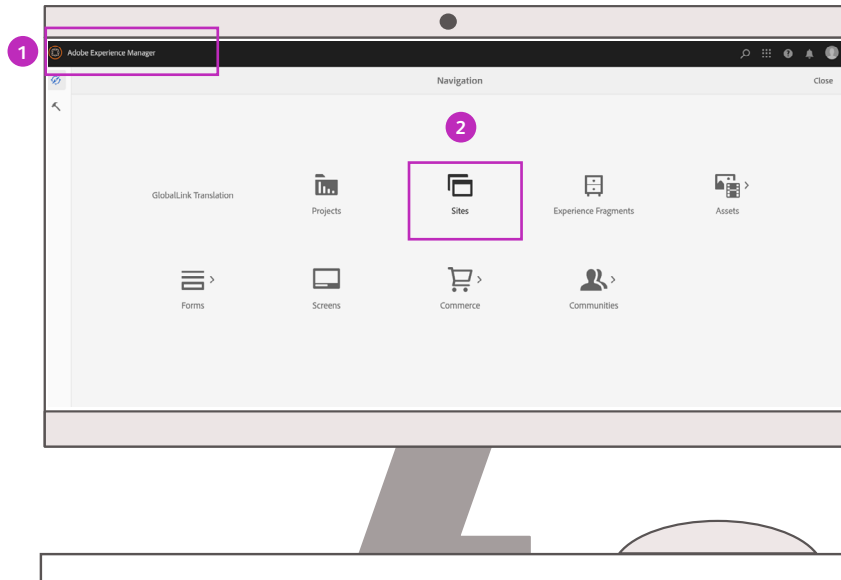
1



Add your page tag to the **Title** field and click **Submit**.

Assigning the Page Location

Now with your tag created, it's time to make your new page. You'll be assigning the page tag you just created during the page creation process.



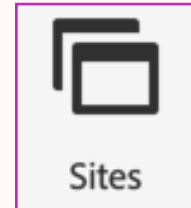
1



Adobe Experience Manager

Select **Adobe Experience Manager** to begin assigning your page tag to a specific location.

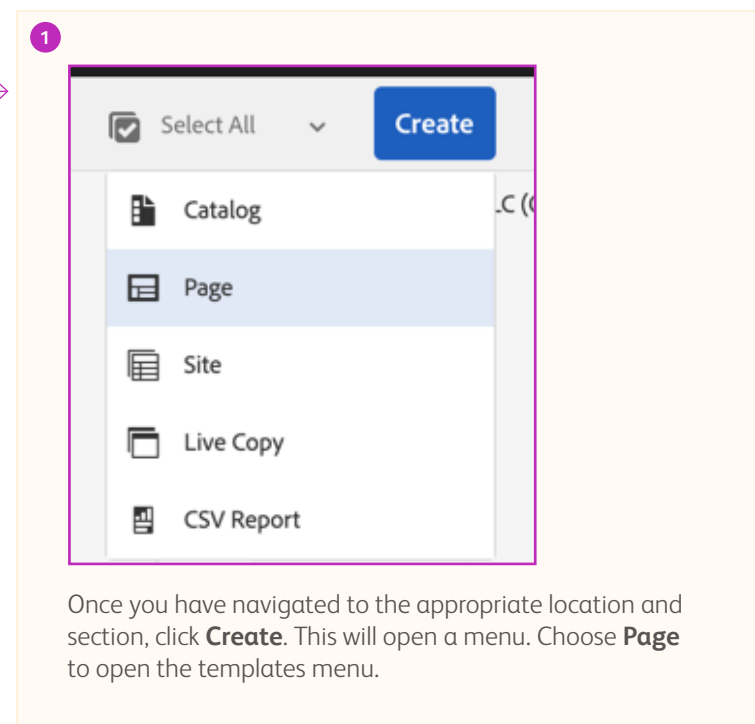
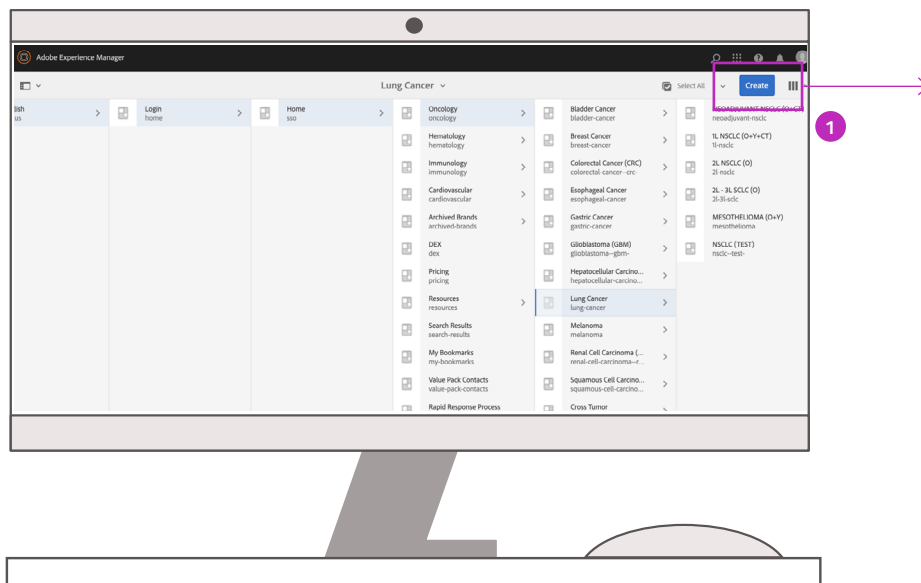
2



Click **Sites**.

Assigning the Page Location - continued

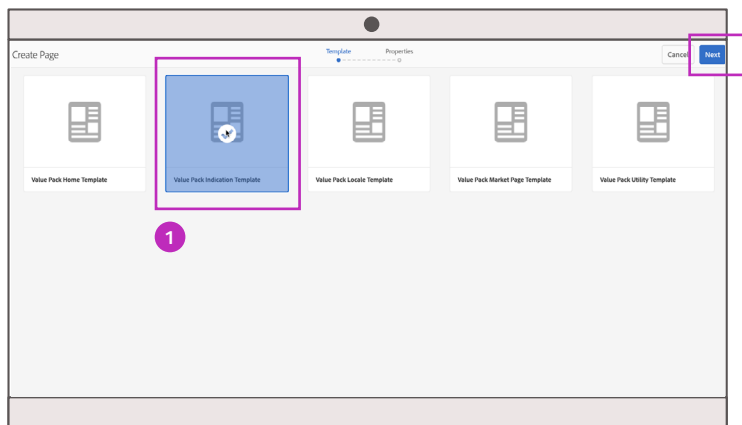
Navigate to the same “location” as the page tag you created by clicking **Value Pack > United States > English > Home > Therapeutic Area > Disease Category** (in this case: **Oncology > Lung Cancer**).



Once you have navigated to the appropriate location and section, click **Create**. This will open a menu. Choose **Page** to open the templates menu.

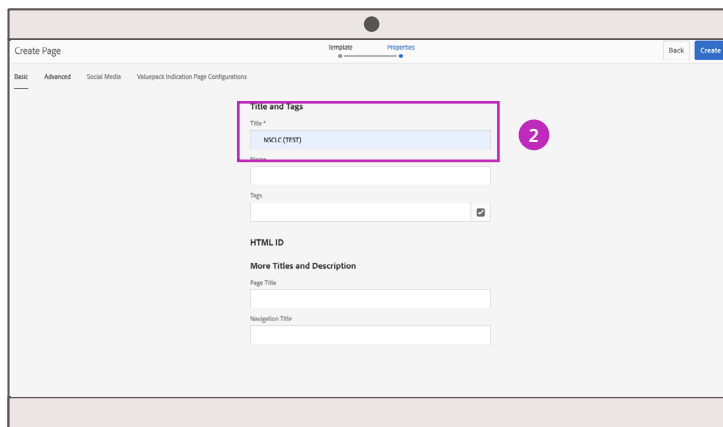
Choosing the Template and Titling the Page

The templates menu will allow you to select the appropriate format for your page. Once you have selected the template, you'll be able to name your page.



1

Choose the template by hovering over your selection and clicking the **Check mark** icon. All product/indication pages should use the **Value Pack Indication Template**. Then click **Next**.



2

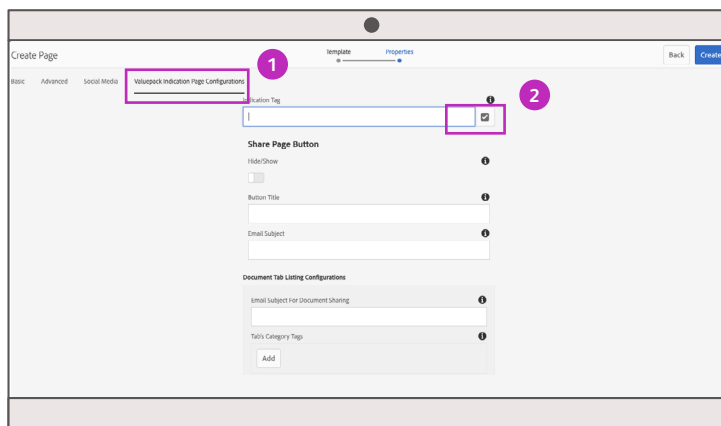
Title and Tags

Title *

NSCLC (TEST)

While in the **Basic** tab, fill in the first attribute field with your page title. It is recommended to follow the same format as is used for other pages in the same therapeutic area.

Assigning the Page Tag

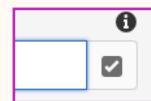


1

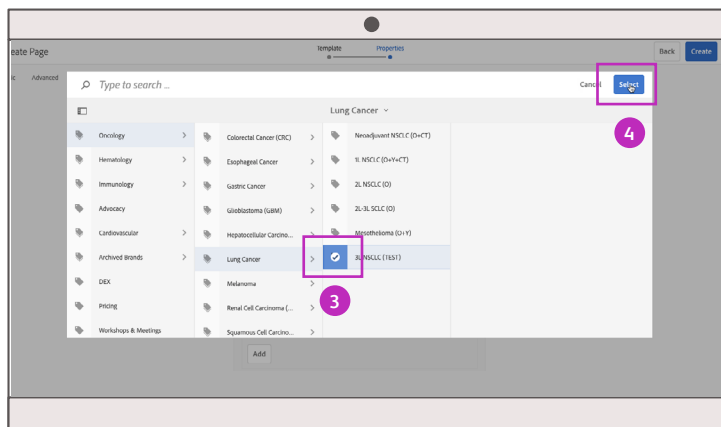
Valuepack Indication Page Configurations

Click the **Value Pack Configurations** tab.

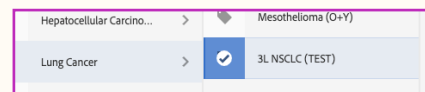
2



Click the **Check mark** icon next to the tag field to activate pop-up menu.

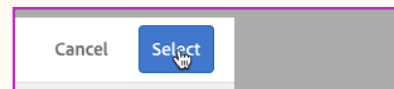


3



Select the tag you previously created for your page from the menu. Click on the **Check mark** icon.

4



Then click **Select**.

Page Creation Check and Finish

Check your work. If the page was tagged correctly, the **Indication Tag** field will be filled in. You may then click **Create** to finish, which will open a **Success** notification.

The screenshot shows the 'Create Page' form with the following annotations:

- 1**: Points to the 'Indication Tag' field, which contains the text 'valuepack.indication-product/oncology/lung-cancer/3l-nscic-(test)'.
- 2**: Points to the 'Create' button in the top right corner.

1

Indication Tag

valuepack.indication-product/oncology/lung-cancer/3l-nscic-(test)

NOTE: Ensure the **Indication Tag** field has been filled in.

2

Create

Click **Create** to finish.

3

Success

Your page has been created.

Done Open

EXAMPLE: Success notification box/pop-up window that is displayed on top of the current page.

4

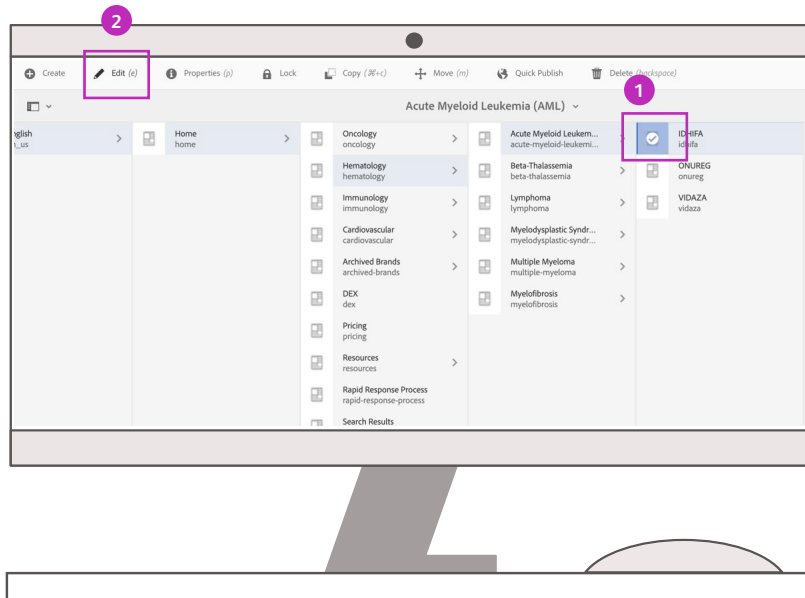
Open

Click **Open** to see your new page. You can edit page components from here.

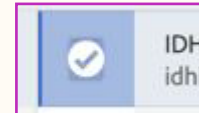
The screenshot shows the 'Create Page' form with the success notification box overlaid. The notification box contains the text 'Success' and 'Your page has been created.' with 'Done' and 'Open' buttons. The 'Open' button is highlighted with a red circle and the number 4.

Editing Pages

On occasion, you may be asked to edit an existing page to make it more current. You can begin editing your page by opening the editing menu.

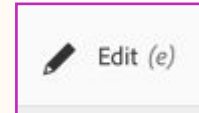


1



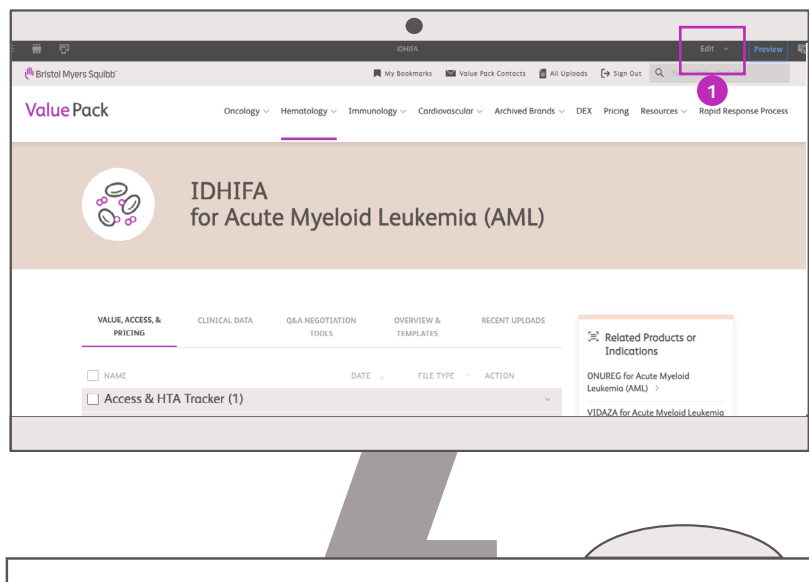
To open the editing menu, click the **Check mark** icon next to the page you wish to edit.

2



Choose **Edit** from the menu.

Editing Pages - continued

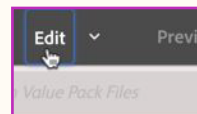


PRO TIP

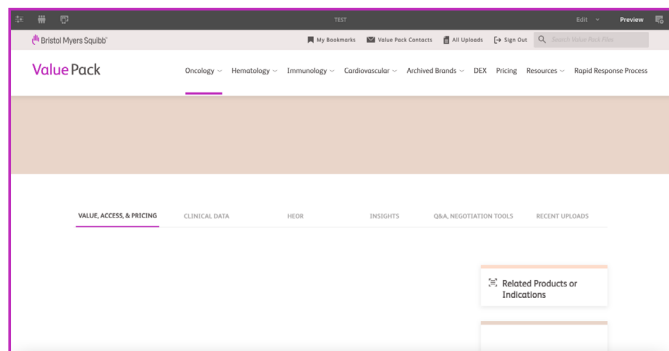
Items that would need to be added to a new page:

- Page Headline With Featured Image
- “Related Products or Indications” sidebar (if applicable)
- “Quick Links” sidebar (if applicable)
- “Meet the Team” sidebar

1



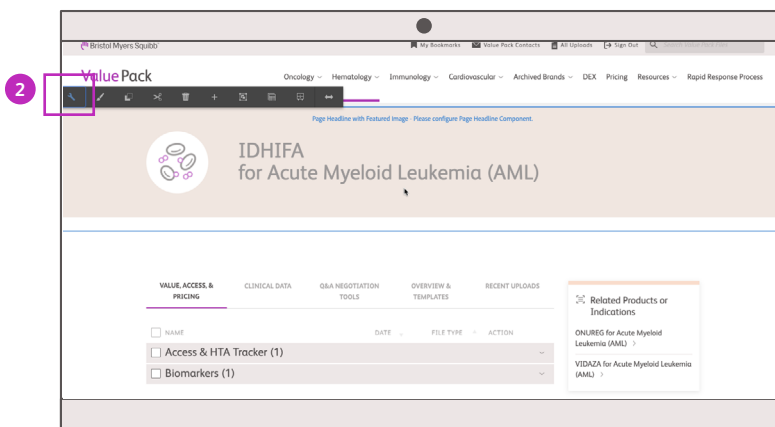
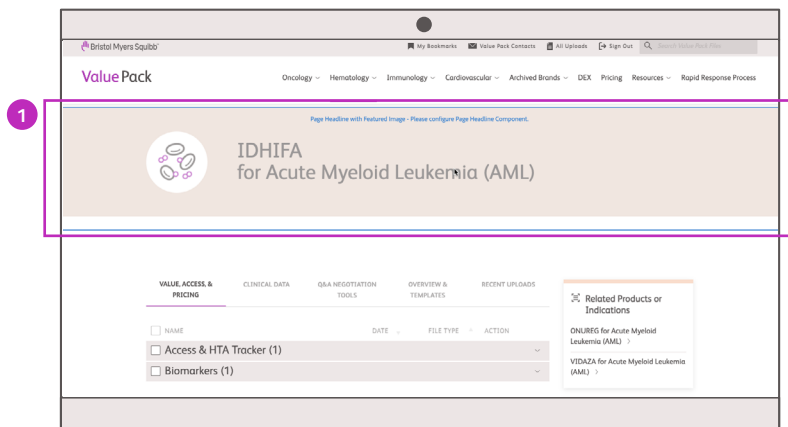
Once you open the page, make sure you are in **Edit** mode, not **Preview** mode.



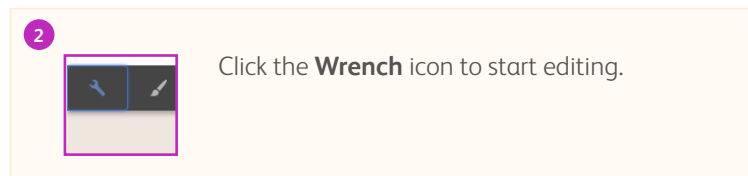
→ This is an example of a brand new page with no icon and no text in headline. Managers will see this view when they create a new page.

Editing Page Headline

This example is for a specific indication, but the process is the same for all pages.



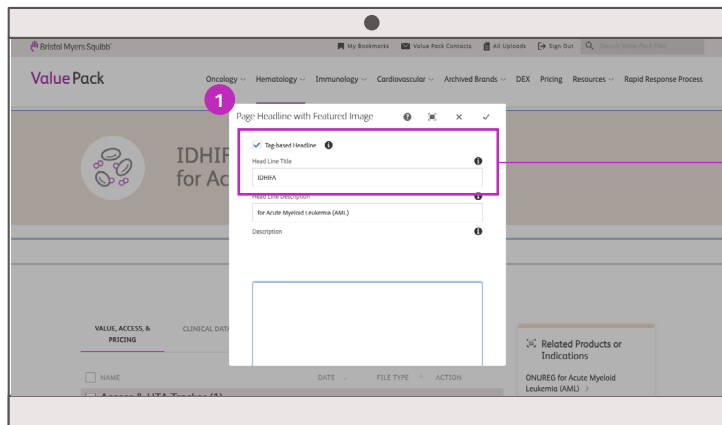
Hover over the page section you want to edit. This will activate a blue box. Click the box to activate an edit menu.



Click the **Wrench** icon to start editing.

Editing Page Headline - continued

The page headline is what appears at the top of the page to users in the front end.



1

Page Headline with Featured Image

☒ Tag-based Headline

Head Line Title

IDHIFA

Head Line Description

for Acute Myeloid Leukemia (AML)

Description

You may customize your headline by un-checking the **Tag-based Headline** box. Otherwise, your page headline will be the same title as your page tag.

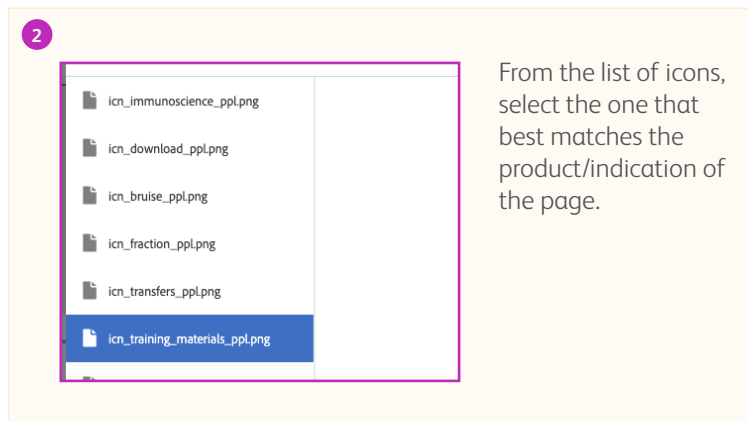
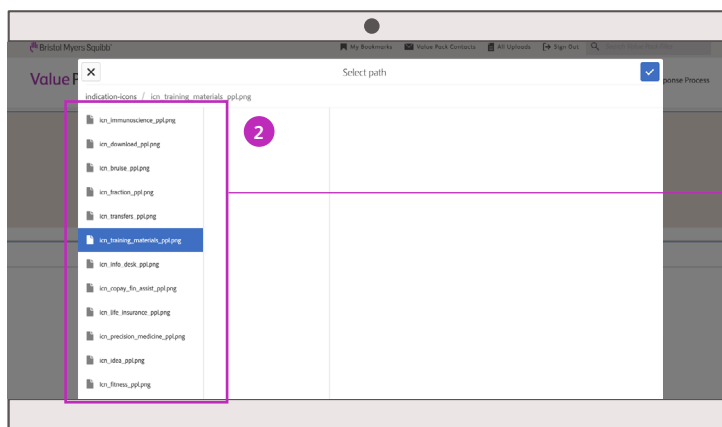
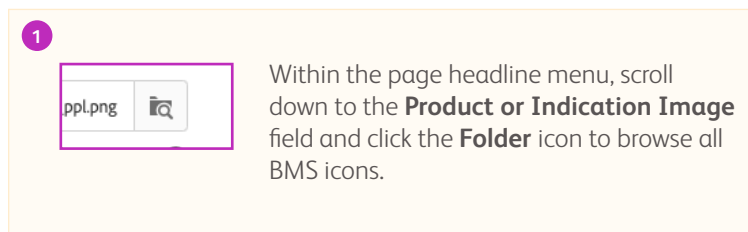
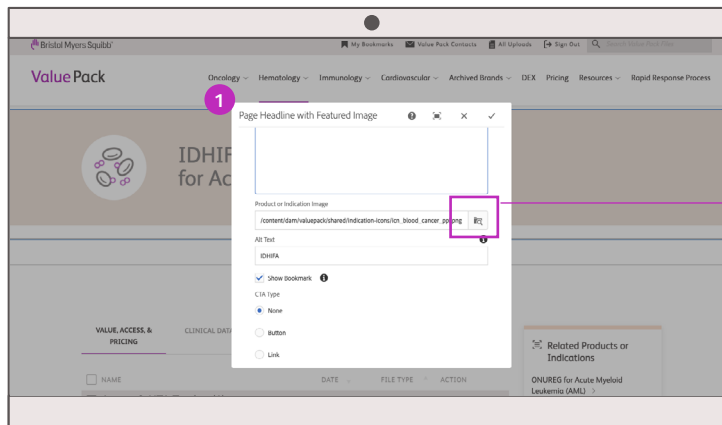
The **Headline Title** field will appear on the first line. **Headline Description** will appear on the second line.

PRO TIP

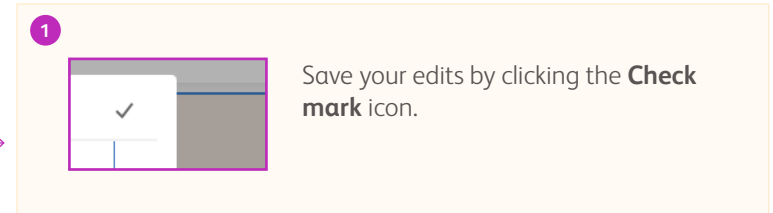
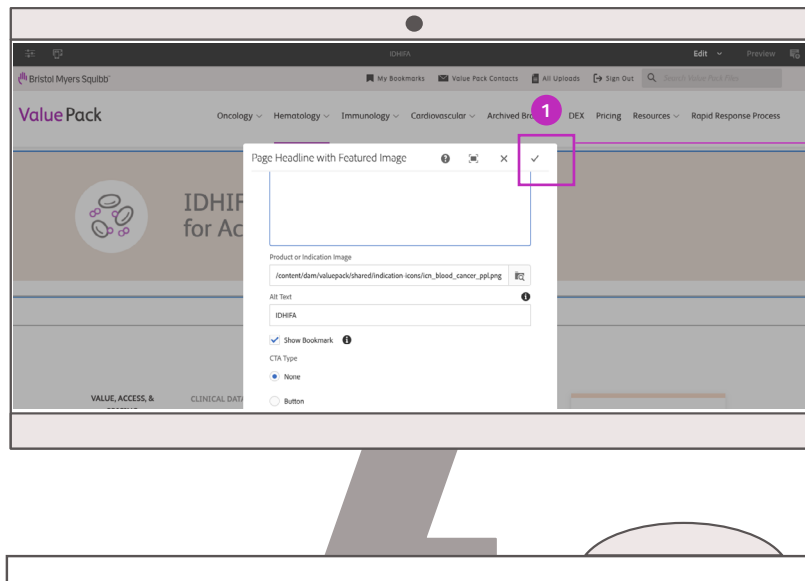
A title should be short, self-explanatory, and model the format of other pages in the same therapeutic area.

Editing Page Headline Icon

Click the folder icon to browse and select from a list of icons.

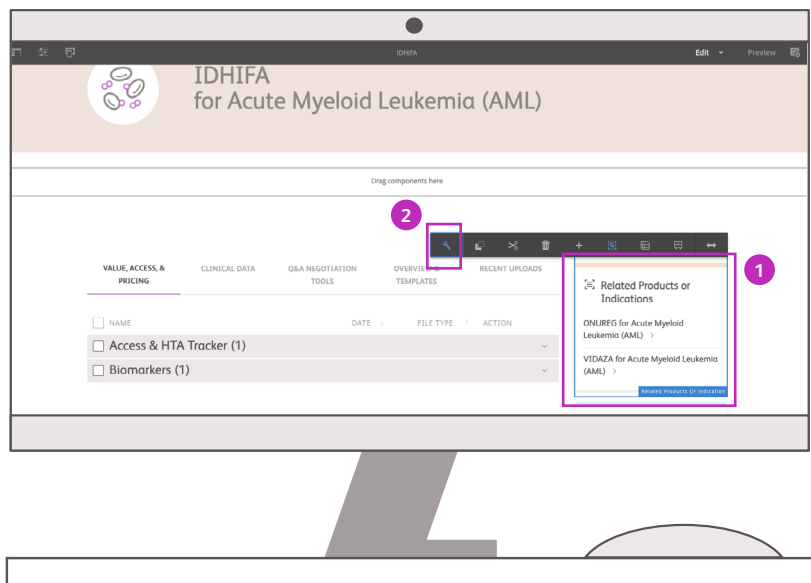


Saving Page Headline Edits

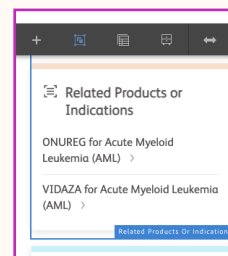


Related Products or Indications Component

Adding a related product or indication uses the same process as a page headline edit. However, instead of hovering over the title, you would hover over the “Related Products or Indications” section to begin your edit.



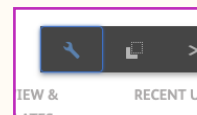
1



STEP 1: Hover to activate the blue box.

STEP 2: Click the box to activate the component menu bar.

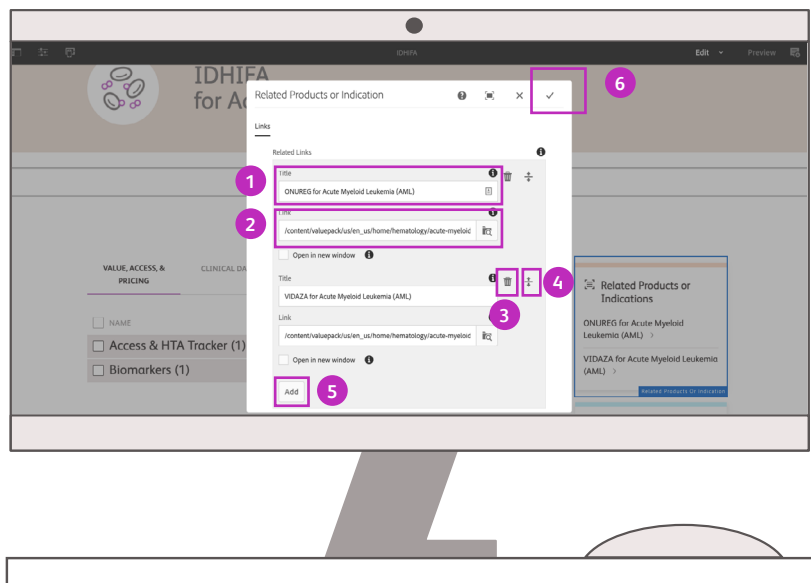
2



STEP 3: Click the **Wrench** icon to open component settings.

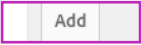
Related Products or Indications Component - continued

Opening the attribution field lets you add titles and links to the related product or indication space.



You may also use this attribution field to:

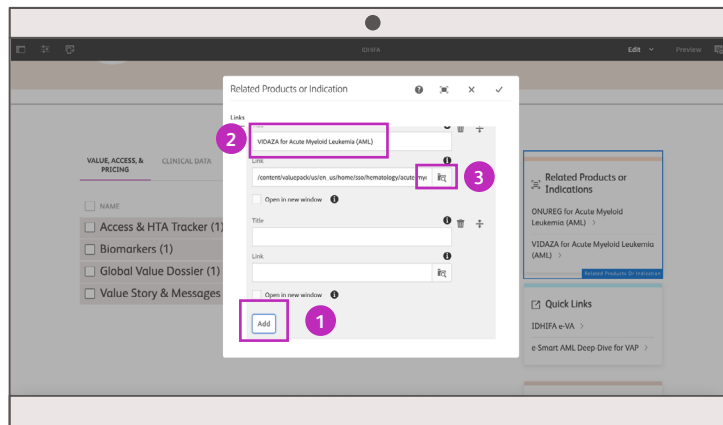
- Add new items
- Re-order how the “Related Products or Indications” list appears on the front end
- Delete items

- | | | |
|--|---|--------------------------------|
|  | 1 | Item Title |
|  | 2 | Item Link |
|  | 3 | Delete Item |
|  | 4 | Reorder Item, (click and drag) |
|  | 5 | Add New Item |
|  | 6 | Save Changes |

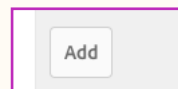
- 6  As with any page change, click the **Check mark** icon to save your changes.

Related Products or Indications Component - continued

Use the component settings to title your related products and indications and link them to the correct pages in the **Value Pack**.

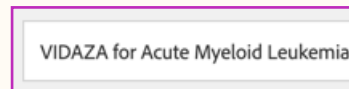


1

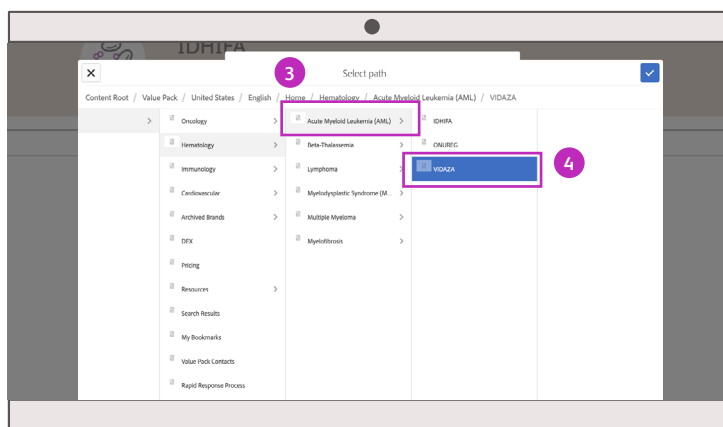


Click the **Add** button to add a new related page.

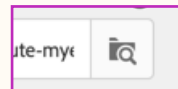
2



Type the name of the related page you would like to add.

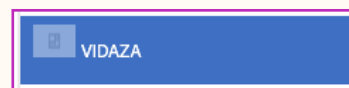


3



Select the folder icon to browse a pop-up list of pages within the Value Pack.

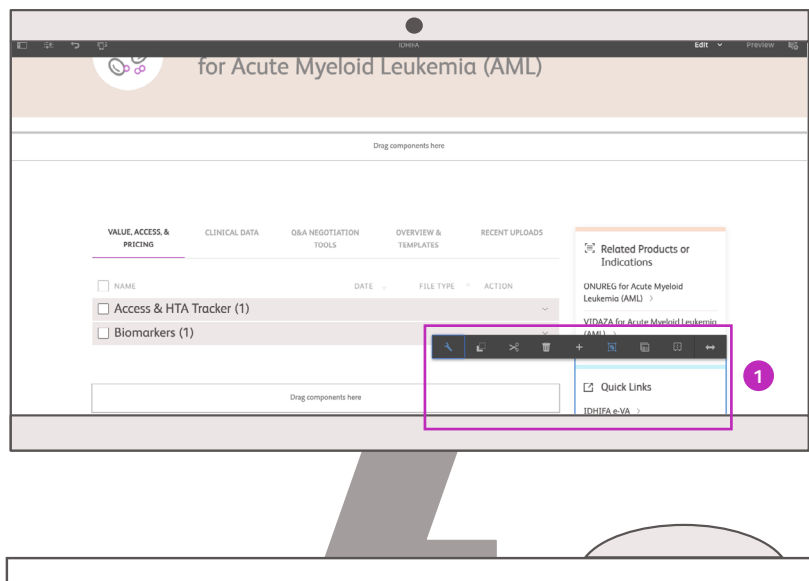
4



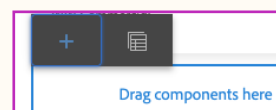
Select the matching page link then click the blue checkmark in upper right.

Quick Links Component

Quick Links are websites outside the Value Pack related to the product/indication of the page. Adding or editing quick links uses the same process as a page headline edit. However, instead of hovering over the title, you would hover over the “Quick Links” section to begin your edit.

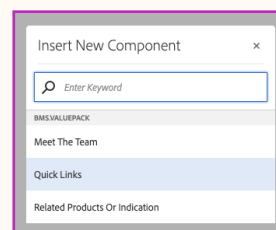


ADDING QUICK LINKS COMPONENT



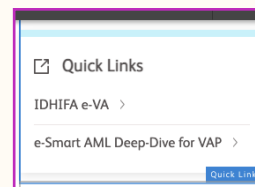
If the Quick Links component is not present on the page, click within the empty sidebar component container (pictured left) and select the **Plus sign icon**.

Then click **Quick Links** to add the Quick Links component.



EDITING QUICK LINKS COMPONENT

1



STEP 1: Hover to activate the blue box.

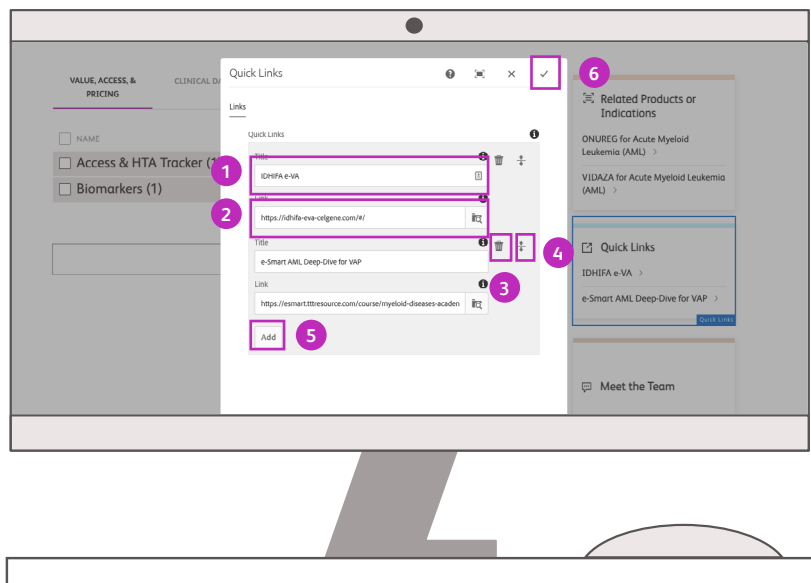
STEP 2: Click the box to activate component menu bar.



STEP 3: Click the **Wrench** icon to open component settings.

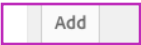
Quick Links Component - continued

Opening the attribution field lets you add external websites to the **Quick Links** space.



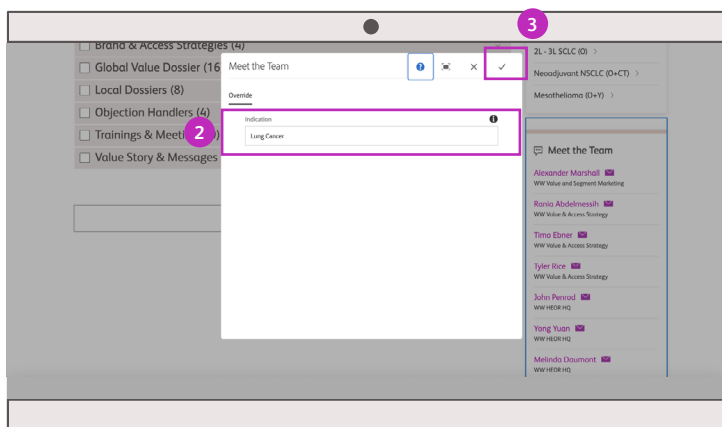
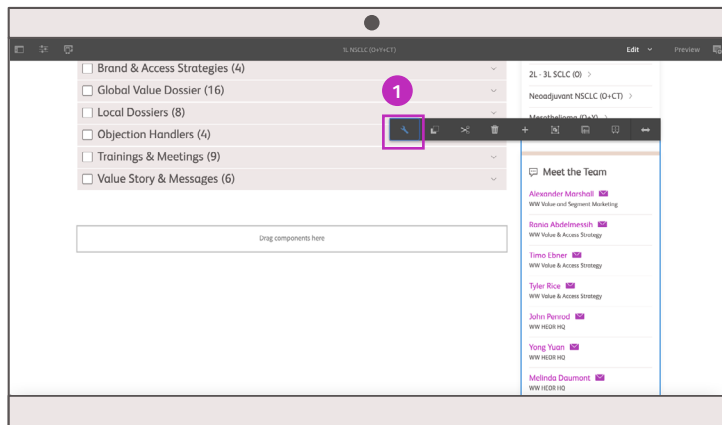
You may also use this attribution field to:

- Add new items
- Re-order how the “Quick Links” list appears on the front end
- Delete items

-  1 Item Title
-  2 Item Link, must start with “https://” since quick links should be sites outside Value Pack
-  3 Delete Item
-  4 Reorder Item, (click and drag)
-  5 Add New Item
-  6 Save Changes

-  6 As with any page change, click the **Check mark** icon to save your changes.

Meet the Team Component



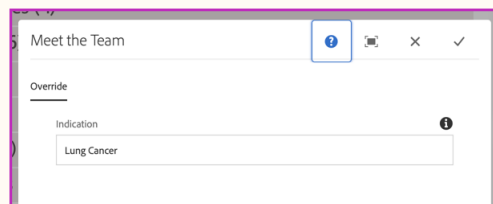
1



STEP 1: Hover over the “Meet the Team” component to activate the blue box.

STEP 2: Select the component settings icon (**Wrench**) to change the **Team Members** displayed.

2



The manager has to add the product/indication team to the the **Contacts Spreadsheet** first before completing the Meet the Teams component.

Please refer to the [Contacts](#) section of this guide.

3

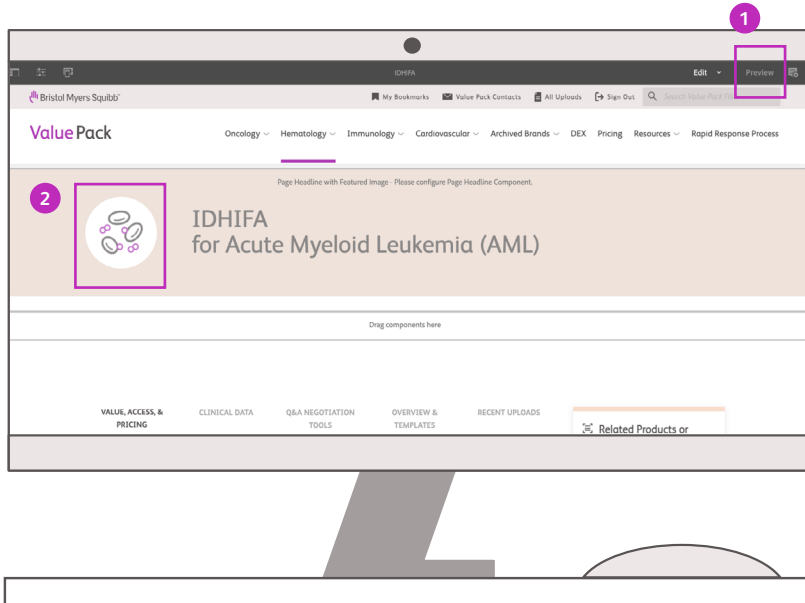


As with any page change, click the **Check mark** icon to save your changes.

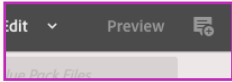
Editing Pages: Final Check

After making your edits and clicking the check box to save, most of your changes should appear immediately.

NOTE: The “Meet the Team” component will update after a page reload.



1



You can click **Preview** to see a front end user view. No changes are public until you publish a page.

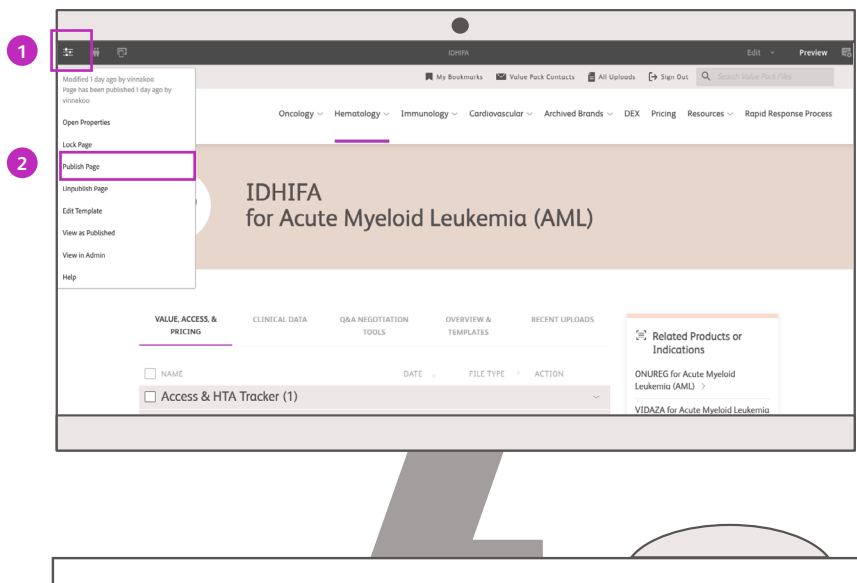
2



Icon and Text edits will appear right away.

Publishing Page Edits

Publishing your page will make it viewable to users on the front end.



1



Click the **Page Settings** icon to open the menu.

IMPORTANT

2

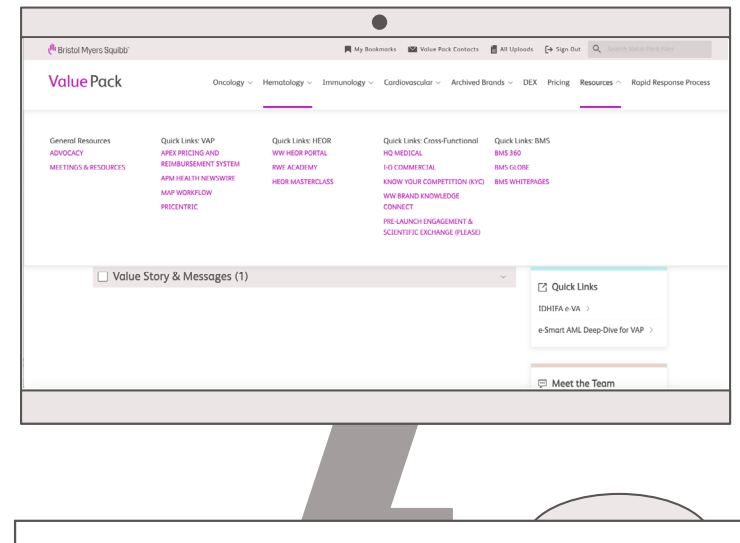


Click **Publish Page** to make your page changes public to users. Users cannot see edits to pages or new pages until they are published.

Resources: Section Overview

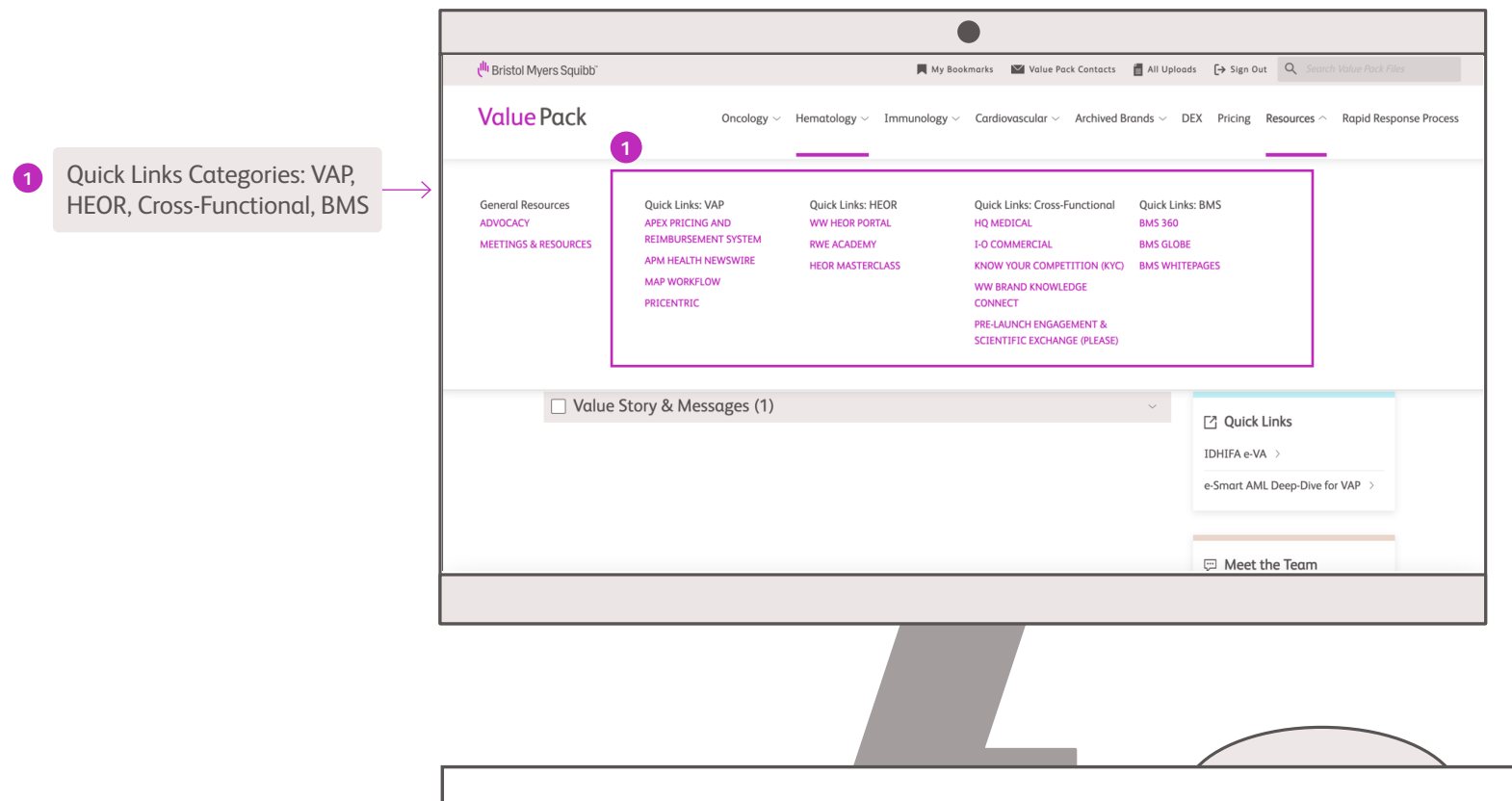
As a **Value Pack** manager, you may be asked to maintain and add quick links in the Resources drop-down menu. Quick links direct **Value Pack** users to external websites of interest. **This section will focus on:**

- ✓ How to add a new quick link to the Resources drop-down menu
- ✓ Editing existing quick links (necessary for updates or broken links)



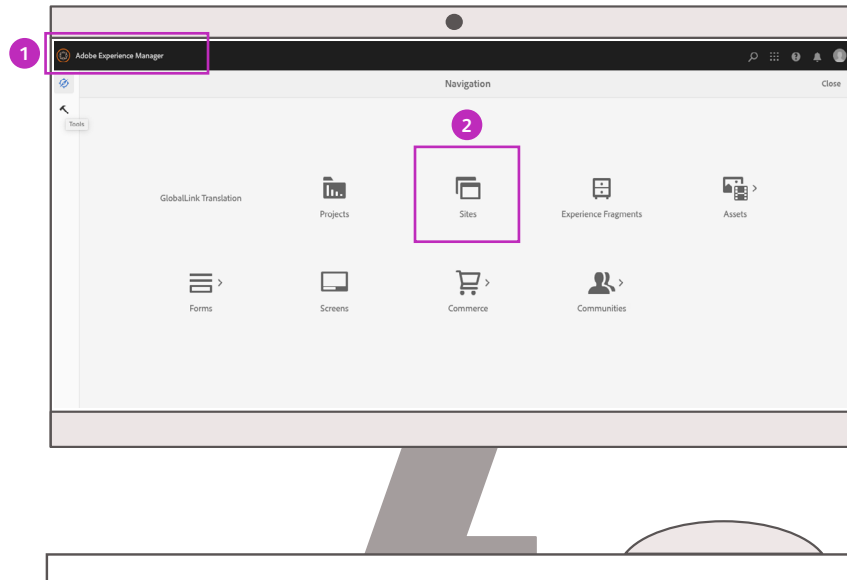
Resources: User-Facing View

Here is what your users see once you have finished editing the Resources pages.



Adding New Resource Quick Links

Resource quick links are edited like pages. Quick links redirect the user to the off-platform URL specified by the manager.



1

Launch Manager Portal



Adobe Experience Manager

STEP 1: Click **Adobe Experience Manager**.

2

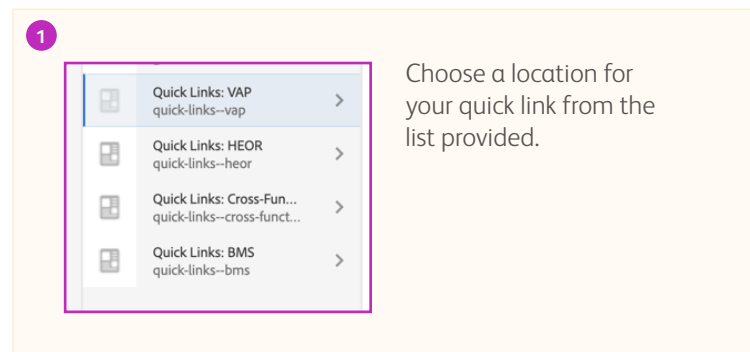
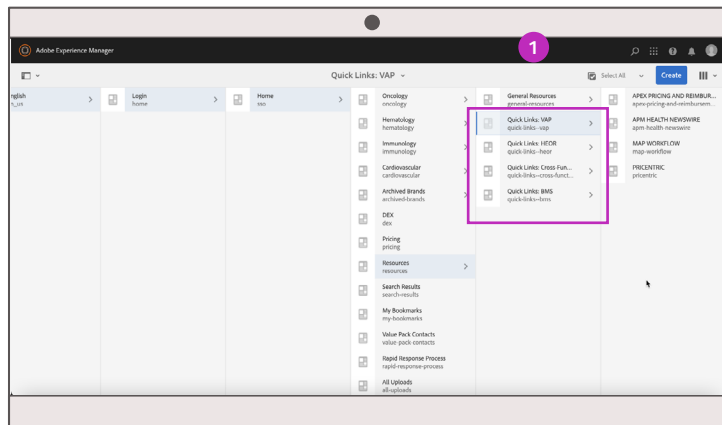


STEP 2: Click **Sites**.

Adding New Resource Quick Links - continued

Navigate to **Value Pack > United States > English > Login > Home > Resources**.

All quick link categories will appear in the **Resources** section.



Use the guidance below to make your selection based on link content:

VAP

Value, Access, & Pricing sites
outside Value Pack

HEOR

Health Economics and Outcomes
Research sites outside Value Pack

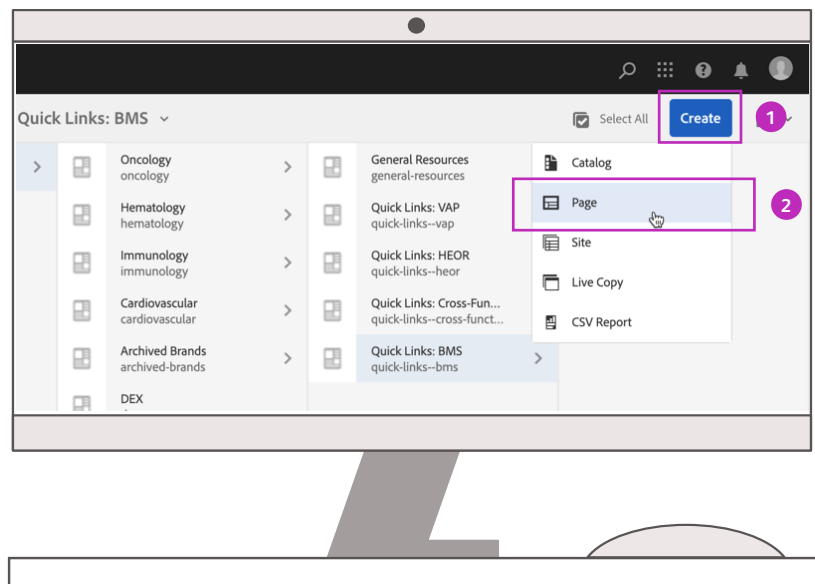
Cross Functional

Commercial and
Medical sites outside
Value Pack

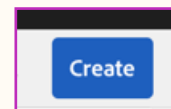
BMS

Broad BMS sites outside Value
Pack

Adding New Resource Quick Links - continued

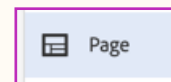


1

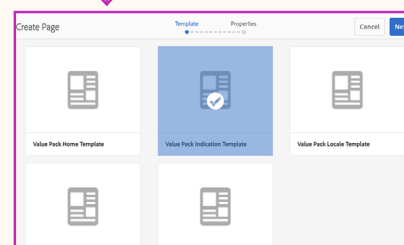


Once you've selected your quick links category within the resources section, click **Create**.

2

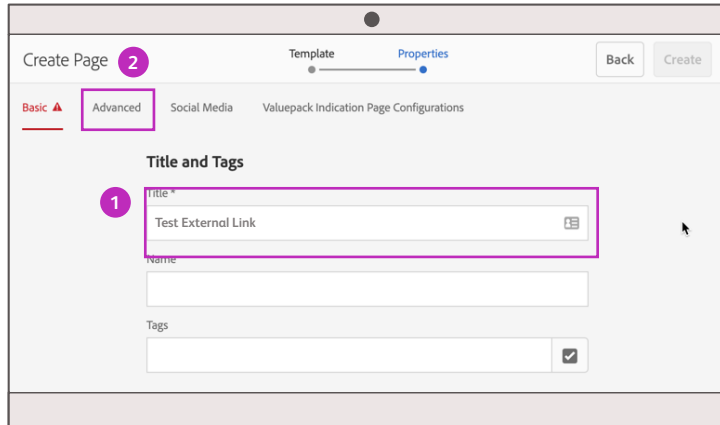


Select **Page** from the dropdown menu.



Select the **Value Pack Indication Template** as your page template and then click **Next**.

Adding New Resource Quick Links - continued



Create Page 2

Template Properties

Back Create

Basic ▲ 2 Advanced Social Media Valuepack Indication Page Configurations

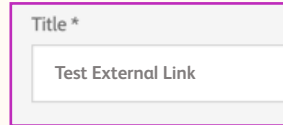
Title and Tags

1 Title *
Test External Link

Name

Tags

1

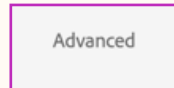


Title *

Test External Link

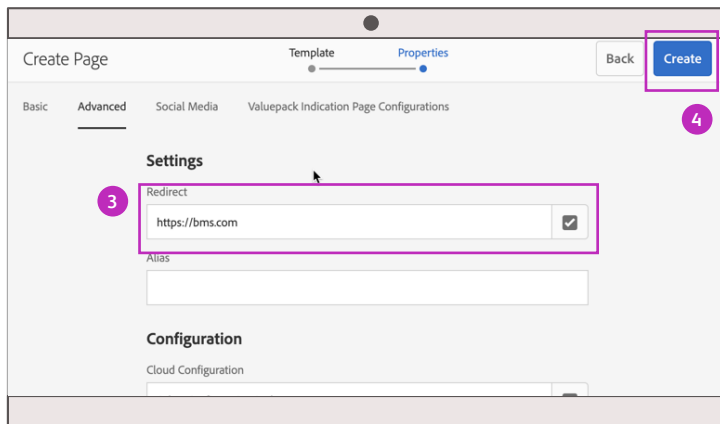
While in the **Basic** tab, put the name of your external website in the **Title** field. This is how it will appear in the resources drop-down menu.

2



Advanced

Then click the **Advanced** tab in the upper left to open a more detailed attribution menu.



Create Page

Template Properties

Back Create

Basic ▲ Advanced 2 Social Media Valuepack Indication Page Configurations

Settings

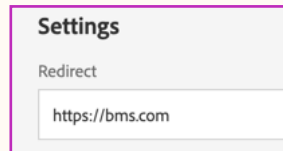
3 Redirect
https://bms.com

Alias

Configuration

Cloud Configuration

3



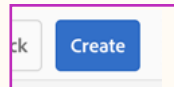
Settings

Redirect

https://bms.com

Add the URL of the website to the **Redirect** field under **Settings**. Be sure your link has https:// in the front.

4

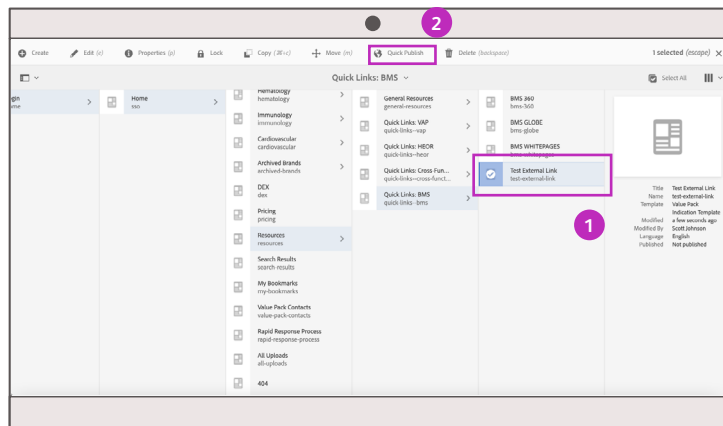


Create

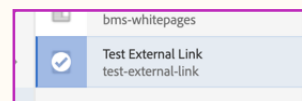
When you are done, click **Create**.

Adding New Resource Quick Links: Final Check

Double check that your quick link appears where it should on the back end. After publishing the quick link, check the front end main menu under **Resources**.



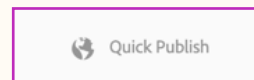
1 BACK-END VIEW



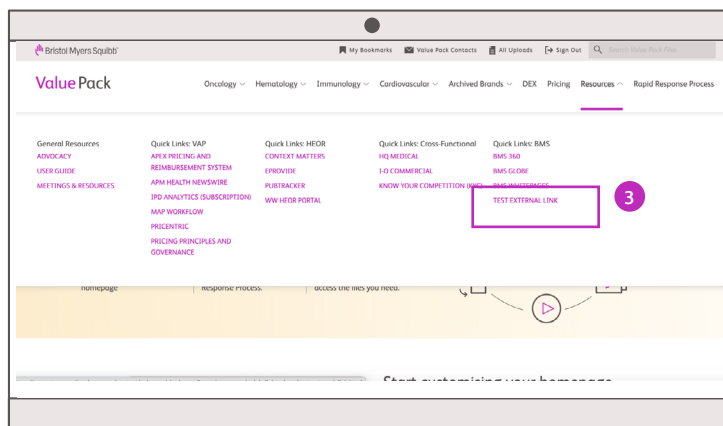
Select the newly added page within the “Sites” area of the authoring tool.

IMPORTANT

2



Click **Quick Publish** to make files visible to users on the front end.



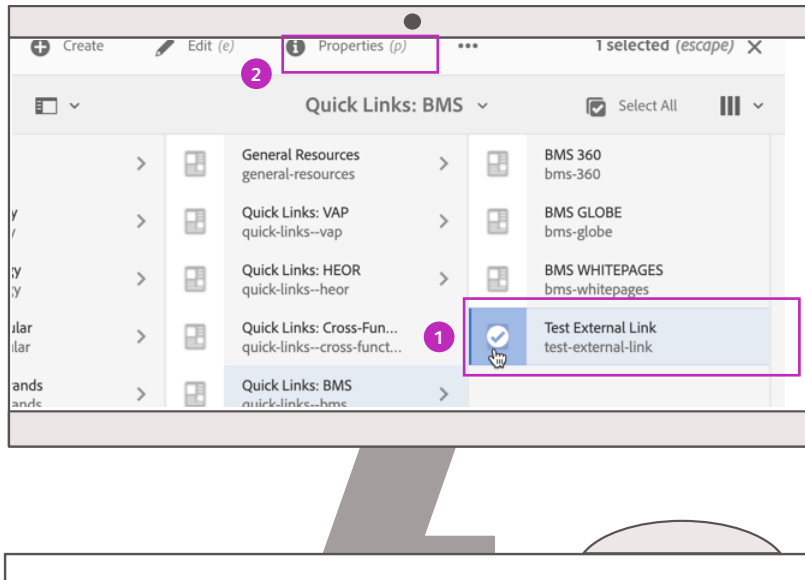
3 FRONT END VIEW

TEST EXTERNAL LINK

Check the Resources drop-down menu on the front end to confirm your link was published in the correct location.

Edit Existing Resource Quick Links

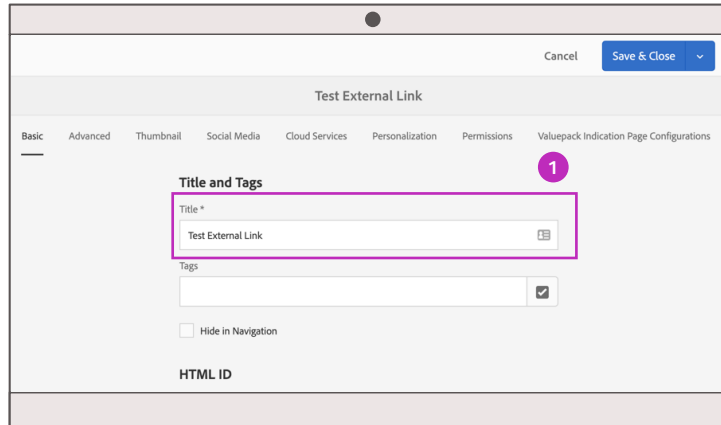
Navigate to **Value Pack > United States > English > Login > Home > Resources** to find the quick link category and begin the editing process.



- 1  **Test External Link**
test-external-link
Select the **Check mark** icon next to the quick link you wish to edit.
- 2  **Properties (p)**
Select **Properties**.

Edit Existing Resource Quick Links - continued

Once you have accessed the Properties, you can edit the quick link.



Test External Link

Cancel Save & Close

Basic Advanced Thumbnail Social Media Cloud Services Personalization Permissions Valuepack Indication Page Configurations

Title and Tags

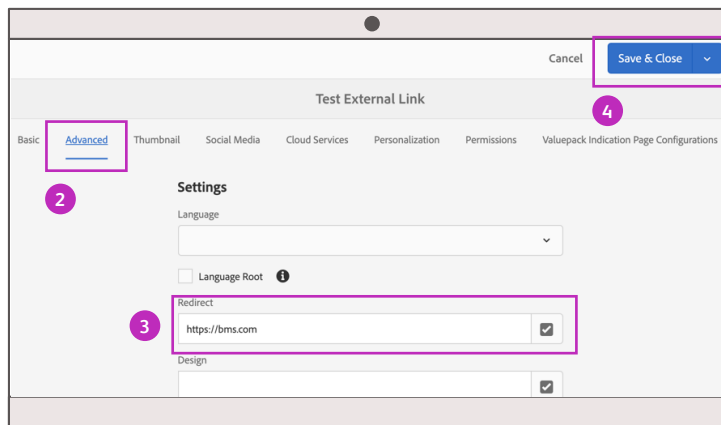
Title *

Test External Link

Tags

Hide in Navigation

HTML ID



Test External Link

Cancel Save & Close

Basic **Advanced** Thumbnail Social Media Cloud Services Personalization Permissions Valuepack Indication Page Configurations

Settings

Language

Language Root

Redirect

https://bms.com

Design

1

Title *

Test External Link

Update your quick link by entering the new name in the **Title** field under the **Basic** tab.

2

Advanced

Then, click the **Advanced** tab.

3

Redirect

https://bms.com

Enter the updated URL in the **Redirect** field.

4

Save & Close

When you are done, click **Save & Close**.

IMPORTANT

5



Quick Publish

Within the sites view of the authoring tool select your just-edited page and click **Quick Publish** to make changes visible to users

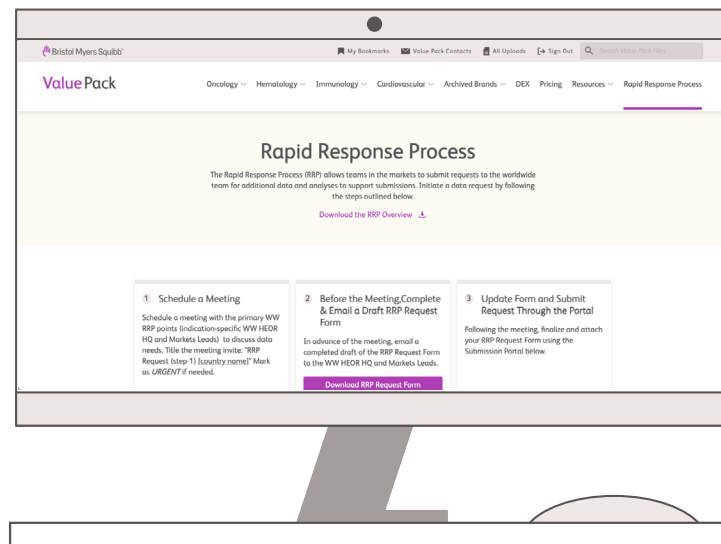
Rapid Response Process (RRP): Section Overview

The Rapid Response Process (RRP) allows teams in the markets to submit requests to the worldwide team for additional data and analyses.

We'll outline how Managers can update the RRP Spreadsheet, which contains the email addresses for team members who receive these request notifications.

This section will focus on:

- ✓ Update who receives notifications when users have submitted the RRP Submission Portal form



RRP: User-Facing View

Here is what your users see when entering information into the RRP Submission Portal.

1 Update who receives RRP Submission Portal notifications.

1

Submission Portal

Fill out the required fields below and attach your completed RRP request form.

REQUEST TITLE *

Request title

COUNTRY *

Select a country

THERAPEUTIC AREA *

Select a therapeutic area

PRODUCT *

Select a product

INDICATION *

Select an indication

+ Add Another Product And Indication

REQUESTOR COMMENTS *

REQUESTED DUE DATE *

REQUESTED DUE DATE

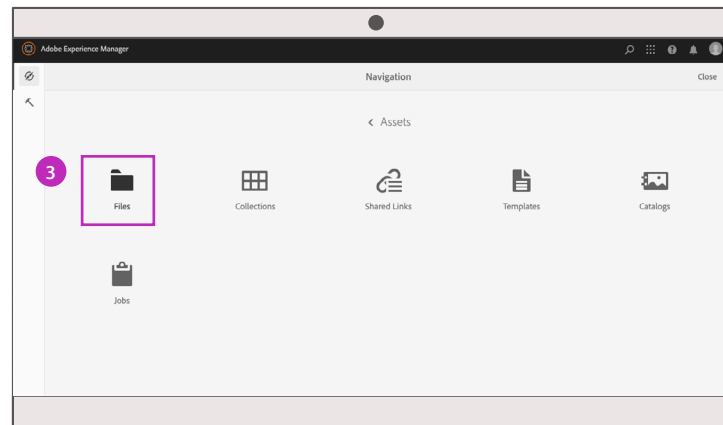
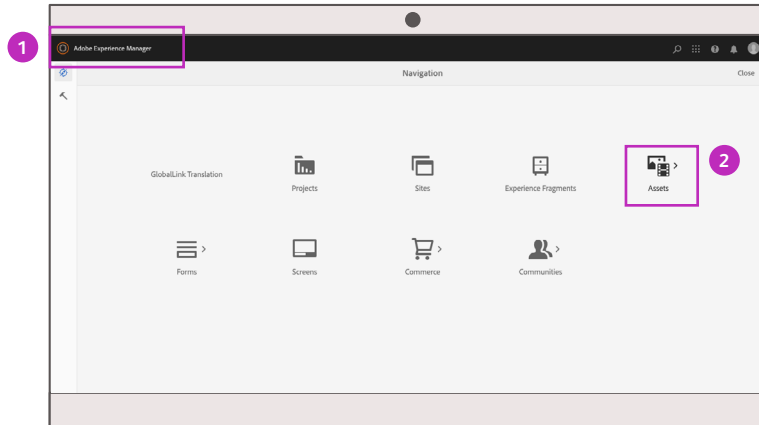
ATTACH COMPLETED RRP REQUEST FORM *

Drag & Drop or Browse for a file to upload

Submit

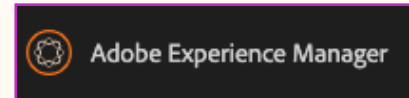
Locating and Updating the RRP Spreadsheet

Download the current version of the RRP Spreadsheet from the DAM by locating the **Value Pack Manager Documents** folder.

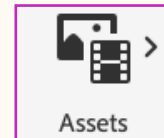


STEP 1:

1

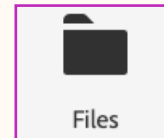


2

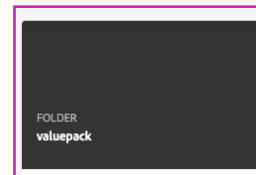


Click **Assets**.

3

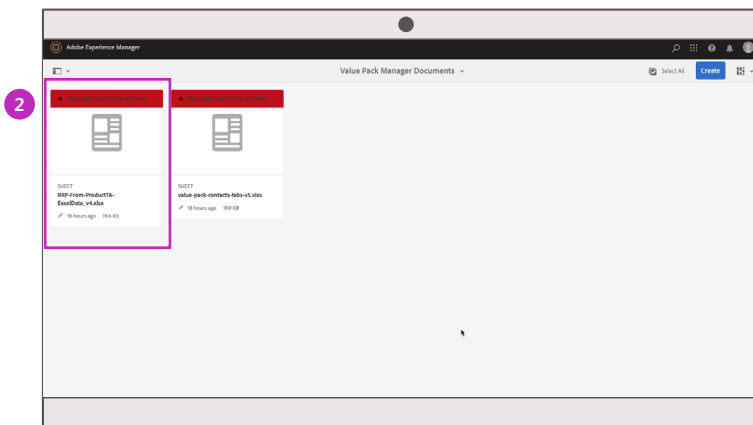
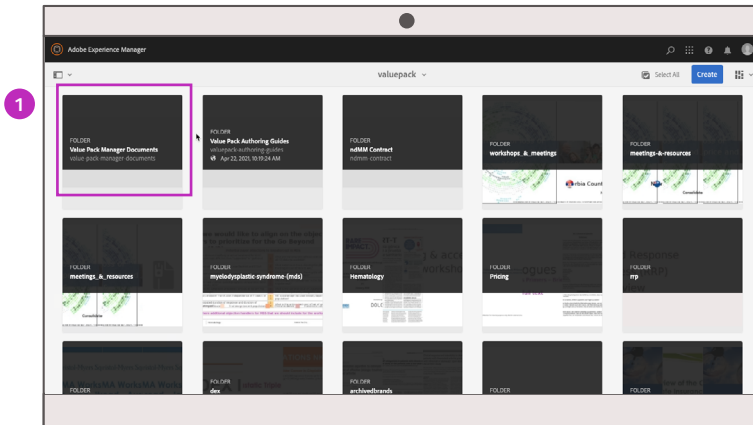


Click **Files**.



Click main **valuepack** site folder.

Locating and Updating the RRP Spreadsheet - continued



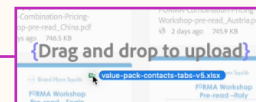
STEP 2:

1 In the **valuepack** folder, click on the **Value Pack Manager Documents** folder. Then download the file you wish to edit. Be sure to follow the format outlined on the following page.



Download the RRP Spreadsheet by hovering over the file and clicking the **Download** icon.

2 Once you have saved the RRP Spreadsheet in Excel, update the filename (add a number to the version; ie, V3 replaces V2) and upload back into the **Value Pack Manager Documents** folder so other managers can access the most recent file. You may retain prior versions in the folder once you have added the updated file.



You can upload the new file by dragging it right into the **Value Pack Manager Documents** folder screen.

RRP Spreadsheet Format

A	B	C	D	E
Therapeutic Area	Product	Indication	Primary Contacts (Email TO: Notifications) WW HEOR HQ, WW HEOR Markets, WW Value & Access Strategy, WW Medical	Secondary Contacts (Email CC: Notifications) WW Value and Segment Marketing/WW Access Execution
Oncology	OPDIVO-based regimen		Gillian.Stynes@bms.com Jill.Wurtzelman@bms.com Melissa.Hamilton@bms.com Edward.Broughton@bms.com Jessica.May@bms.com Siguroil.Teitsson@bms.com heddy.bartell@bms.com Mario.Maira-Arce@bms.com	Francesco.DeSolda@bms.com
		Adjuvant MIUC (O)	Gillian.Stynes@bms.com Jill.Wurtzelman@bms.com Melissa.Hamilton@bms.com Edward.Broughton@bms.com Jessica.May@bms.com Siguroil.Teitsson@bms.com heddy.bartell@bms.com Mario.Maira-Arce@bms.com	Francesco.DeSolda@bms.com
		1L Urothelial Carcinoma (O+Y)	Gillian.Stynes@bms.com Jill.Wurtzelman@bms.com Melissa.Hamilton@bms.com Edward.Broughton@bms.com Jessica.May@bms.com Siguroil.Teitsson@bms.com heddy.bartell@bms.com Mario.Maira-Arce@bms.com	Francesco.DeSolda@bms.com
		2L Urothelial Carcinoma (O)	Nicholas.Backman@bms.com David.Wamble@bms.com catherine.davis@bms.com anaphe.gregoire@bms.com adrianne.amadi@bms.com David.Bernstein@bms.com Tam.Wisniewski@bms.com	Francesco.DeSolda@bms.com
		Breast Cancer (O)		Lisa.Yee@bms.com

RRP Spreadsheet format must be as follows:

D	E
Primary Contacts (Email TO: Notifications) WW HEOR HQ, WW HEOR Markets, WW Value & Access Strategy, WW Medical	Secondary Contacts (Email CC: Notifications) WW Value and Segment Marketing/WW Access Execution
Gillian.Stynes@bms.com Jill.Wurtzelman@bms.com Melissa.Hamilton@bms.com Edward.Broughton@bms.com Jessica.May@bms.com Siguroil.Teitsson@bms.com heddy.bartell@bms.com Mario.Maira-Arce@bms.com	Francesco.DeSolda@bms.com

Each Indication has Primary (TO: section of email) and Secondary (CC: section of email) contacts. Add email addresses only to these table cells. Ensure there are no extra spaces or breaks to avoid broken links.

There is a row for each product/indication combination. When a user selects that product/indication within the RRP form, those people specified in the row receive the email. To add a new product/indication, add a row to the spreadsheet under the appropriate therapeutic area and fill in each column.

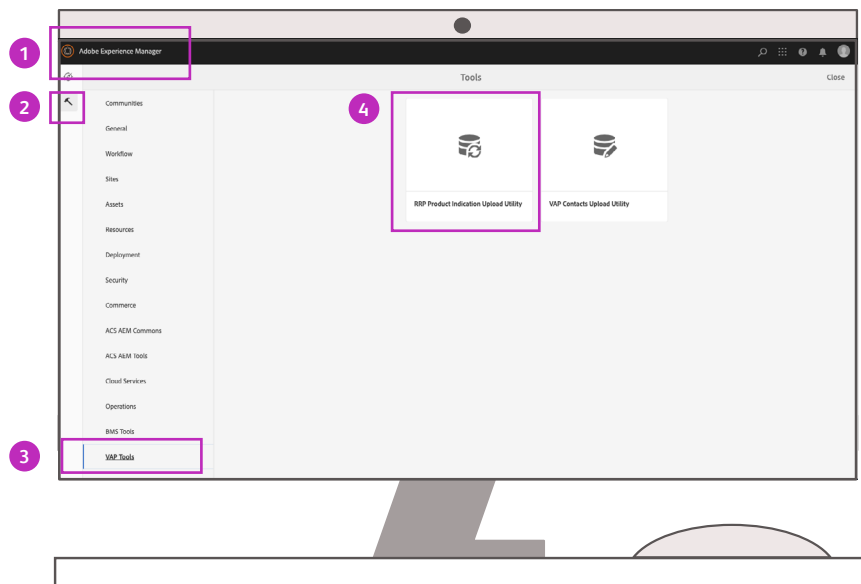
Primary Contacts (“TO:” section of email)

WW HEOR HQ, WW HEOR Markets, WW Value & Access Strategy, WW Medical

Secondary Contacts (“CC:” section of email)

WW Value and Segment Marketing/WW Access Execution

Where to Find the RRP Upload Utility

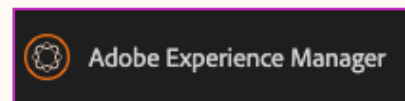


Launch RRP Upload Utility

IMPORTANT

The **RRP Upload Utility** updates the website. Uploading the file to the DAM will not change the information on the website. Once the file is saved it needs to be uploaded to this utility and also uploaded to the DAM.

1



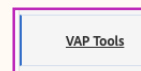
Click **AEM** logo for main menu.

2



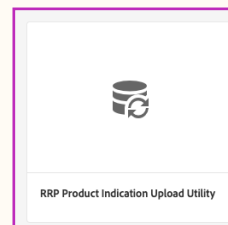
Click the **Hammer** icon.

3



Click **VAP Tools**.

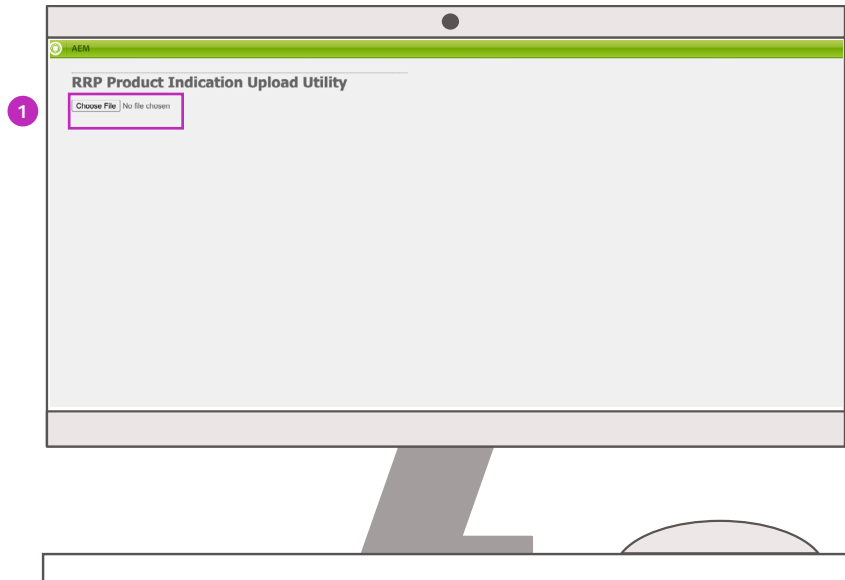
4



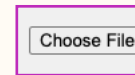
Click **RRP Product Indication Upload Utility**.

RRP Upload Utility

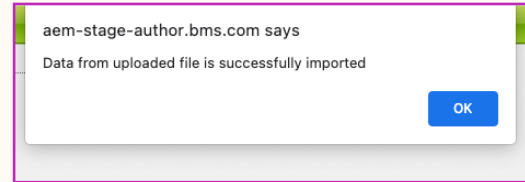
Use the utility below to upload an updated Excel spreadsheet (XLS or XLSX).



1



Click the **Choose File** button to upload the updated Excel spreadsheet.



A success message will generate when the RRP Spreadsheet is uploaded successfully.

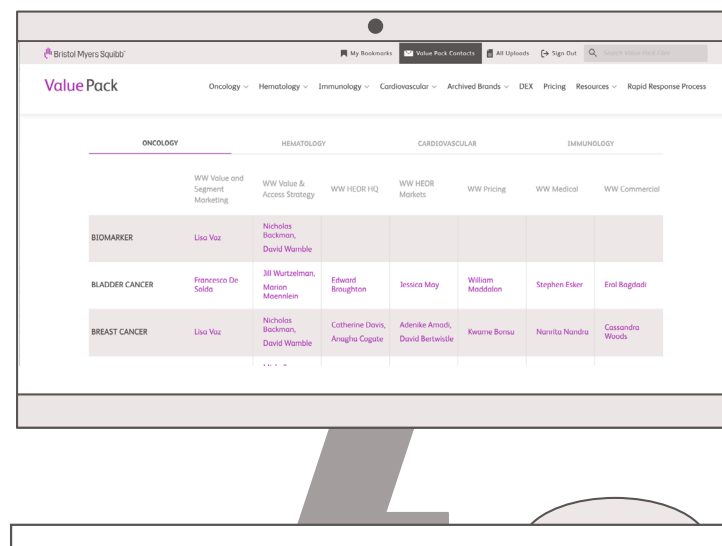
IMPORTANT: Uploading the file here will change who gets notified when RRP form is submitted.

Contacts: Section Overview

It is important to ensure the list of contacts for each product/indication team is current, so users can easily reach out to the correct point(s) of contact.

This section will focus on:

- ✓ How to update the Contacts Spreadsheet
- ✓ Correct spreadsheet format
- ✓ Uploading the Contacts Spreadsheet to Upload Utility



The screenshot displays the Value Pack web application interface. At the top, there is a navigation bar with the 'Value Pack' logo and several menu items: Oncology, Hematology, Immunology, Cardiovascular, Archived Brands, DEX, Pricing, Resources, and Rapid Response Process. Below the navigation bar, a table titled 'ONCOLOGY' is visible. The table has columns for 'ONCOLOGY', 'HEMATOLOGY', 'CARDIOVASCULAR', and 'IMMUNOLOGY'. The 'ONCOLOGY' column lists 'BIOMARKER', 'BLADDER CANCER', and 'BREAST CANCER'. The 'HEMATOLOGY' column lists 'WW Value and Segment Marketing', 'WW Value & Access Strategy', and 'WW HEDR HQ'. The 'CARDIOVASCULAR' column lists 'WW HEDR Markets', 'WW Pricing', and 'WW Medical'. The 'IMMUNOLOGY' column lists 'WW Commercial'. The table cells contain names of contacts, such as 'Lisa Vaz', 'Nicholas Backman, David Wamble', 'Jill Wurtzelman, Marion Moenlein', 'Edward Bruggenton', 'Jessica May', 'William Modeston', 'Stephen Eider', 'Enal Bagdadi', 'Catherine Davis, Anagha Capite', 'Adenike Amadi, David Betwistle', 'Kwame Bonsu', 'Nareita Nandra', and 'Cassandra Woods'.

ONCOLOGY	HEMATOLOGY	CARDIOVASCULAR	IMMUNOLOGY
BIOMARKER	WW Value and Segment Marketing	WW Value & Access Strategy	WW HEDR HQ
BLADDER CANCER	Nicholas Backman, David Wamble	WW HEDR Markets	WW Pricing
BREAST CANCER	Lisa Vaz	WW Medical	WW Commercial

Contacts: User-Facing View

User facing view of the Value Pack Contacts page, as well as the “Meet the Team” component, found on product/indication pages.

1 Uploading an updated spreadsheet to the Upload Utility will automatically update this Value Pack Contacts page as well as the Meet the Team sidebars.

Meet the Team	
Ruth von Rotz	✉
WW Access and Pricing Execution	
Salem Abi-Nehme	✉
WW Value & Access Strategy	
Clara Chen	✉
WW HEOR HQ	
Gwilym Thompson	✉
WW HEOR Markets	
Alberto Vasconcelos	✉
WW Medical	
Lona Gaugler	✉
WW Medical	
Axel Spring	✉
WW Commercial	

Value Pack

Oncology Hematology Immunology Cardiovascular Archived Brands DEX Pricing Resources Rapid Response Process

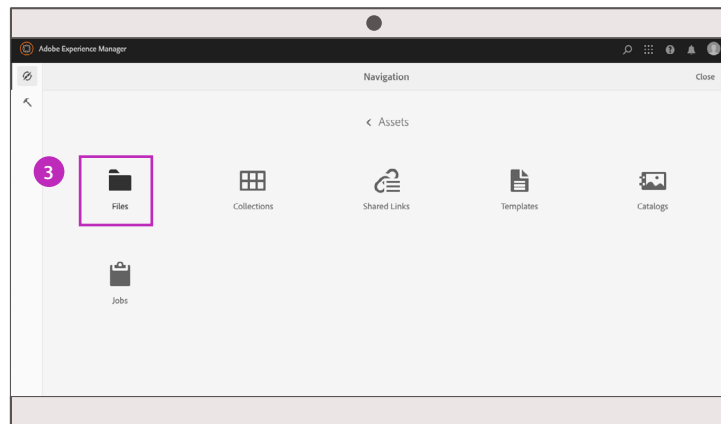
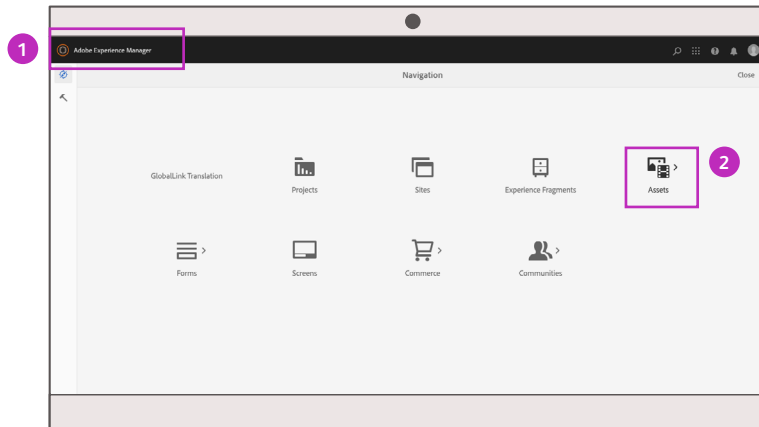
Value Pack Contacts

Welcome to the Value Pack Contacts hub. Use the tabs below to find a team member by therapeutic area, product or indication, and function. Click the name to send an email or scroll down to fill out the general inquiries form.

ONCOLOGY		HEMATOLOGY		CARDIOVASCULAR		IMMUNOLOGY	
	WW Value and Segment Marketing	WW Value & Access Strategy	WW HEOR HQ	WW HEOR Markets	WW Pricing	WW Medical	WW Commercial
BIOMARKER	Lisa Vaz	Nicholas Backman, David Wamble					
		Bill Murtzelsohn					

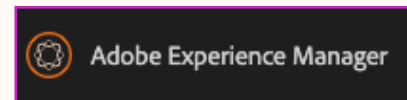
Locating and Updating The Contacts Spreadsheet

Download the current version of the spreadsheet from the DAM by clicking the Value Pack Manager Documents folder.

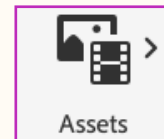


STEP 1:

1

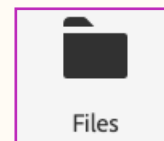


2

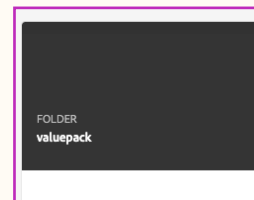


Click **Assets**.

3

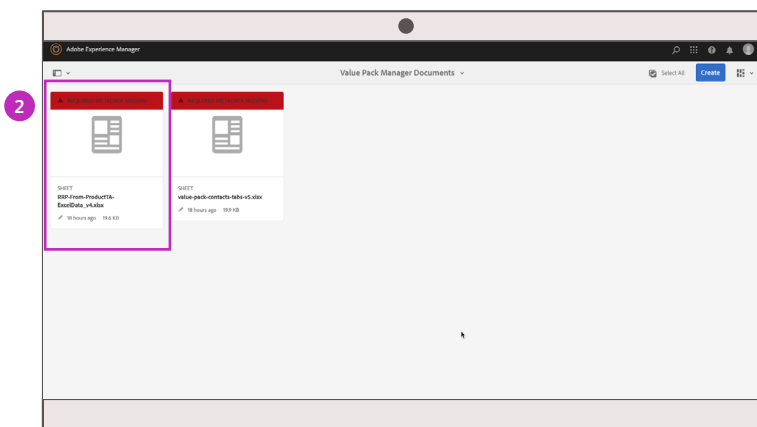
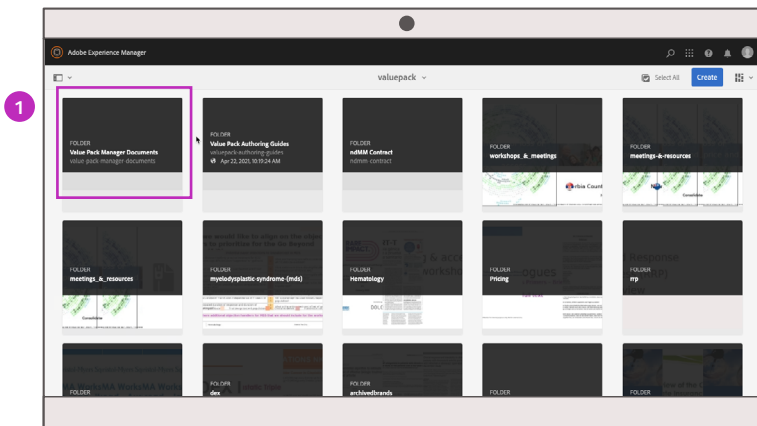


Click **Files**.



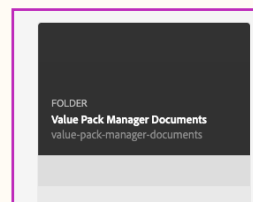
Click main **valuepack** site folder.

Locating and Updating The Contacts Spreadsheet - continued



STEP 2:

1

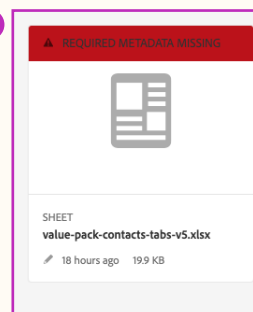


In the **valuepack** folder, click on the **Value Pack Manager Documents** folder. Then download the file you wish to edit. Be sure to follow the format outlined on the following page.

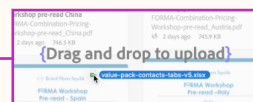


Download the Contacts Spreadsheet by hovering over the file and clicking the **Download** icon.

2



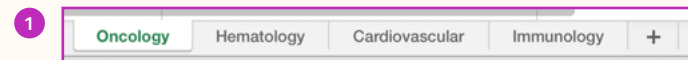
Once you've saved the Contacts Spreadsheet in Excel, update the filename (add a number to the version; ie, V3 replaces V2) and upload back into the **Value Pack Manager Documents** folder so other managers can access the most recent file. You may retain prior versions in the folder once you have added the updated file.



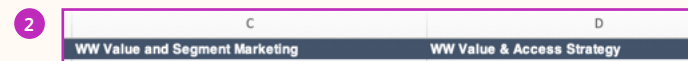
You can upload the new file by dragging it right into the **Value Pack Manager Documents** folder screen.

Correct Format for Contacts Spreadsheet Updates

Therapeutic Area	Indication	WW Value and Segment Marketing	WW Value & Access Strategy	WW HEOR HQ
Oncology	Biomarker	Lisa Vaz Lisa.Vaz@bms.com	Nicholas Backman Nicholas.Backman@bms.com	Jill Wurtzelman Jill.Wurtzelman@bms.com
Oncology	Bladder Cancer	Francesco De Solda Francesco.D.Solda@bms.com	Marion Maennlein Marion.Maennlein@bms.com	Edward Broughton Edward.Broughton@bms.com
Oncology	Breast Cancer	Lisa Vaz Lisa.Vaz@bms.com	David Wamble David.Wamble@bms.com	Anagha Cogate Anagha.Cogate@bms.com
Oncology	Colorectal Cancer (CRC)	Adam Saltman Adam.Saltman@bms.com	Michelle Mocaraki Michelle.Mocaraki@bms.com	Tami Wisniewski Tami.Wisniewski@bms.com
Oncology	Esophageal Cancer	Lisa Vaz Lisa.Vaz@bms.com	Marion Maennlein Marion.Maennlein@bms.com	Prianka Singh Prianka.Singh@bms.com
Oncology	Gastric Cancer	Lisa Vaz Lisa.Vaz@bms.com	Tami Wisniewski Tami.Wisniewski@bms.com	Hong Xiao Hong.Xiao@bms.com
Oncology	Glioblastoma (GBM)	Alexander Marshall Alexander.Marshall@bms.com	Nicholas Backman Nicholas.Backman@bms.com	Anagha Cogate Anagha.Cogate@bms.com
Oncology	Hepatocellular Carcinoma (HCC)	Lisa Vaz Lisa.Vaz@bms.com	Nicholas Backman Nicholas.Backman@bms.com	Prianka Singh Prianka.Singh@bms.com
Oncology	Lung Cancer	Alexander Marshall Alexander.Marshall@bms.com	Rania Abdelmesah Rania.Abelmesah@bms.com	John Perrod John.Perrod@bms.com
Oncology	Melanoma (D+V)	Francesco De Solda Francesco.D.Solda@bms.com	Christine Ghobrial Christine.Ghobrial@bms.com	Engels Chou Engels.Chou@bms.com
Oncology	Melanoma (Rela)	Francesco De Solda Francesco.D.Solda@bms.com	Christine Ghobrial Christine.Ghobrial@bms.com	Engels Chou Engels.Chou@bms.com
Oncology	Renal Cell Carcinoma (RCC)	Francesco De Solda Francesco.D.Solda@bms.com	Gillian Symes Gillian.Symes@bms.com	Melissa Hamilton Melissa.Hamilton@bms.com
Oncology	Squamous Cell Carcinoma of Head & Neck (SCCHN)	Lisa Vaz Lisa.Vaz@bms.com	Rania Abdelmesah Rania.Abelmesah@bms.com	Prianka Singh Prianka.Singh@bms.com



There are 4 sheet tabs, one for each therapeutic area.



Columns define function. Rows define product/indication.



Format name and email address:

“Full name|email@bms.com”

NOTE: If you need to add a new contact, start a new line by pressing Alt + Enter. To add a new product/indication, add a row to the spreadsheet under the appropriate therapeutic area and fill in each column.

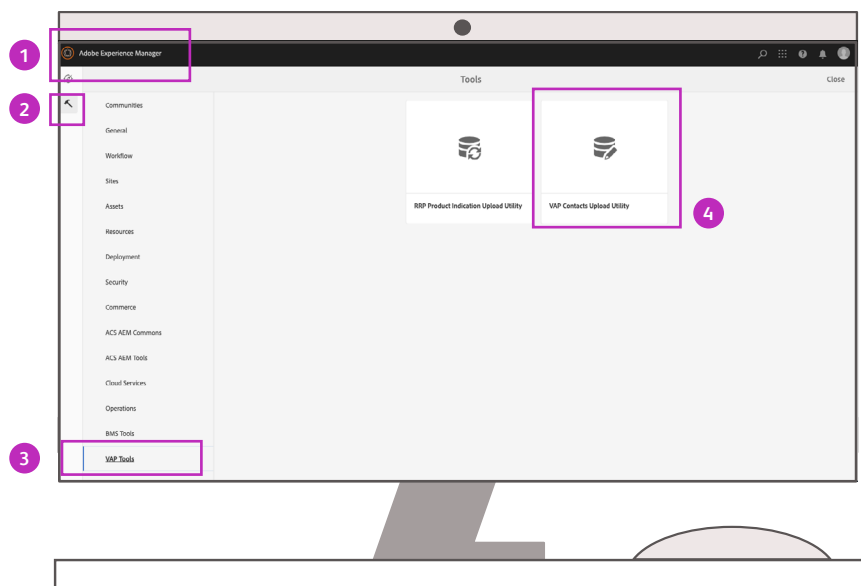
Avoid Broken Links

There are no spaces between last name and email address. The name and email is separated by a vertical line (pipe) “|”. Follow the correct spreadsheet format:

FirstName LastName|email@bms.com

Where to Find the Contacts Upload Utility

The Upload utility updates the actual website. Uploading the file to the DAM will not change the information on the website. Once the file is saved it needs to be uploaded to this utility and also uploaded to the DAM.

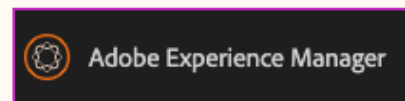


Launch Contact Upload Utility

IMPORTANT

The **Contacts Upload Utility** updates the website. Uploading the file to the DAM will not change the information on the website. Once the file is saved it needs to be uploaded to this utility and also uploaded to the DAM.

1



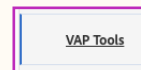
Click **AEM** logo for main menu.

2



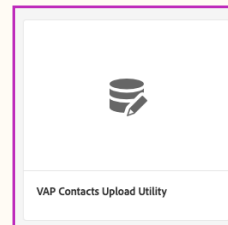
Click the **Hammer** icon.

3



Click **VAP Tools**.

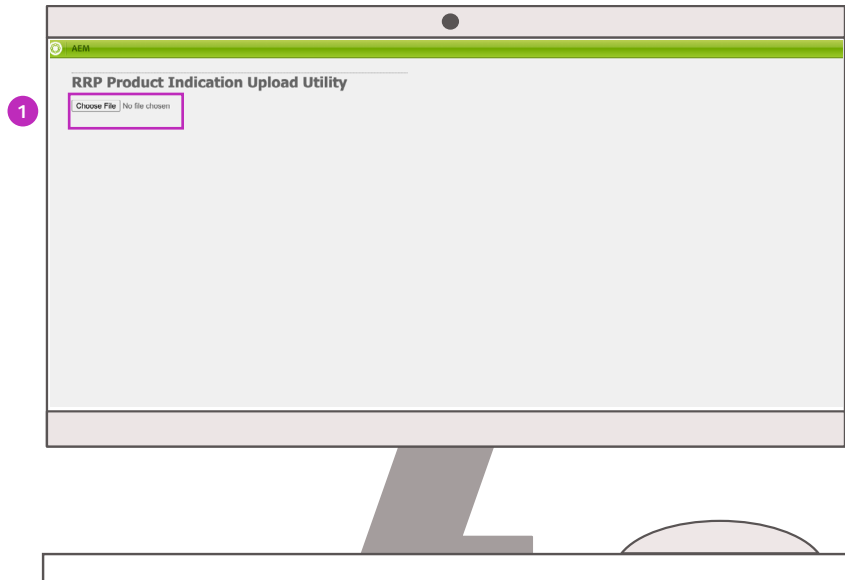
4



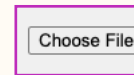
Click **VAP Contacts Upload Utility**.

Contacts Upload Utility

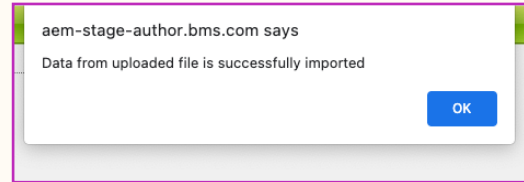
Use the utility below to upload an updated Excel spreadsheet (XLS or XLSX).



1



Click the **Choose File** button to upload the updated Contacts Spreadsheet.



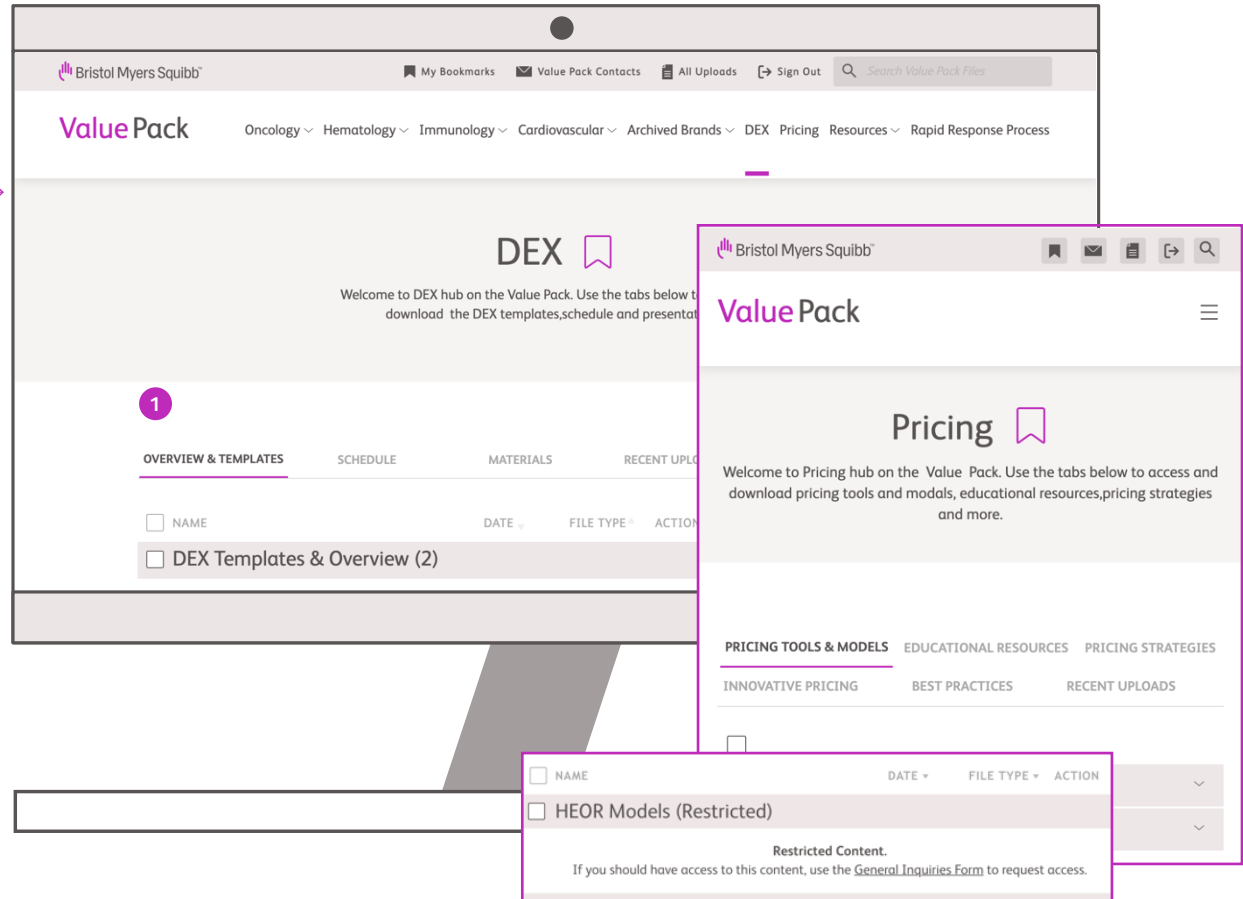
A success message will generate when the Contacts Spreadsheet is uploaded successfully.

IMPORTANT: Uploading the file here will change the **Value Pack** Contacts Page and Meet the Team sidebar information on the website.

71

User Permissions: User-Facing View

1 Permissions allow site managers to control access to the restricted areas:
DEX page, Pricing page, All Uploads page, and HEOR Models (Restricted) sections



Group Definitions/Structure

Groups are structured so that users have access to a specific area of the **Value Pack**, or the entire **Value Pack**. When providing permissions, it is important to know which users belong in what group. **Groups are defined as follows:**

MG-VALPACK-USERS

All Value Pack Users
Allows users to log in to site

FUNCTIONS INCLUDED IN GROUP:
VAP & HEOR (WW and Markets)
WW Medical and WW Commercial
upon request

SG-VALPack-Pricing

Users with access to Pricing page

FUNCTIONS INCLUDED IN GROUP:
WW VAP & HEOR

SG-VALPack-DEX

Users with access to DEX page

FUNCTIONS INCLUDED IN GROUP:
WW VAP & HEOR

SG-VALPack-AllUploads

Users with access to the
All Uploads page

FUNCTIONS INCLUDED IN GROUP:
All Value Pack Managers

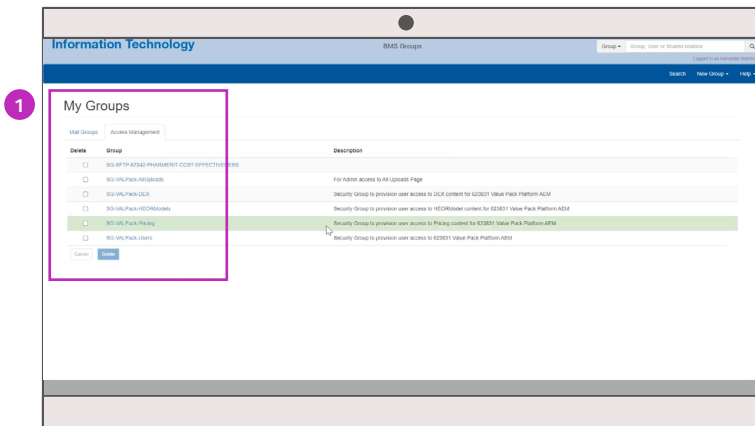
SG-VALPack-HEORModels

Users with access to
HEOR Models (Restricted) Section

FUNCTIONS INCLUDED IN GROUP:
WW VAP & HEOR and HEOR in the Markets

Accessing Groups

Navigate to <https://groups.bms.com> to access your groups.



1

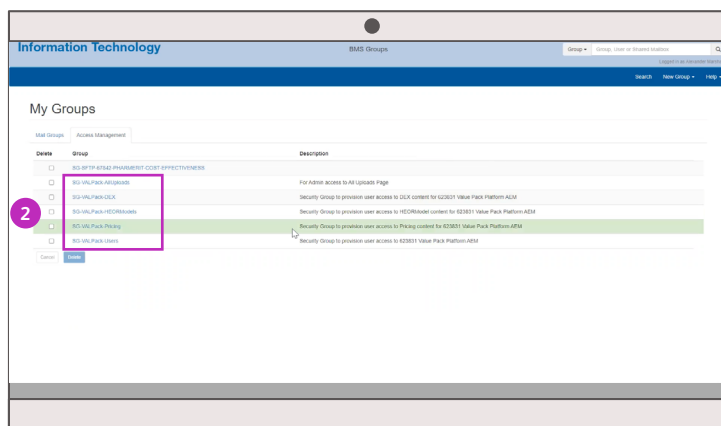
My Groups

Mail Groups Access Management

Delete	Group
☐	SG-SFTP-67842-PHARMERIT-COST-EFFECTIVENESS
☐	SG-VALPack-AllUploads
☐	SG-VALPack-DEX
☐	SG-VALPack-HEORModels
☐	SG-VALPack-Pricing
☐	SG-VALPack-Users

To begin adding a new group member, go to the Access Management tab and click on the appropriate group name.

Users need to first be added to the **SG-VALPack-Users** group before being added to other permission groups.



2

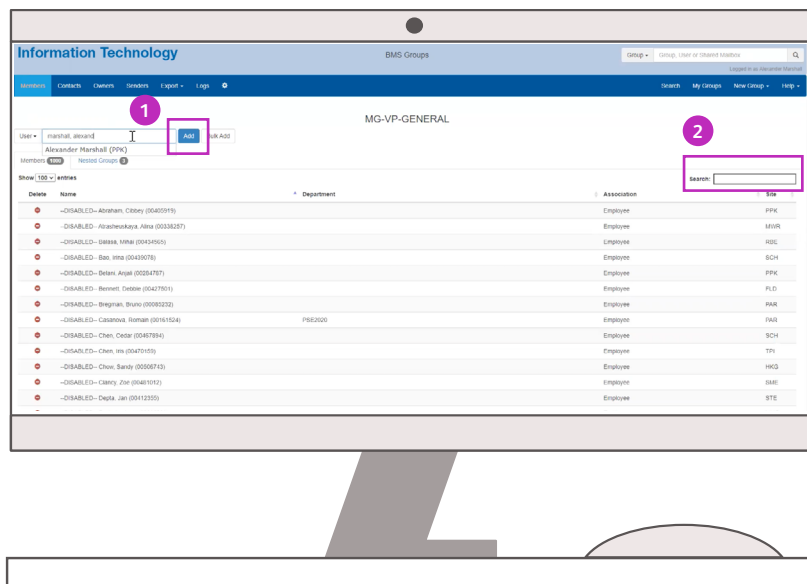
NOTE:

Access Management groups may be moved to Mail Groups. This would change the group names from “SG-” to “MG-” as well as place them under the Mail Groups tab instead of the Access Management tab.

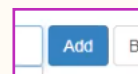
SG-VALPack-AllUploads
SG-VALPack-DEX
SG-VALPack-HEORModels
SG-VALPack-Pricing
SG-VALPack-Users

Adding Members to Groups

Click on a group to access group information. You must first add users to the **SG-VALPack-Users** group before adding them to other permission groups.



1



To add a new user, type the name into the field and then click **Add**.

2



Use **Search** to filter the name list to see if a colleague is already in a group.

IMPORTANT

This platform is solely internal to BMS and external partners should not be added.

Value Pack