



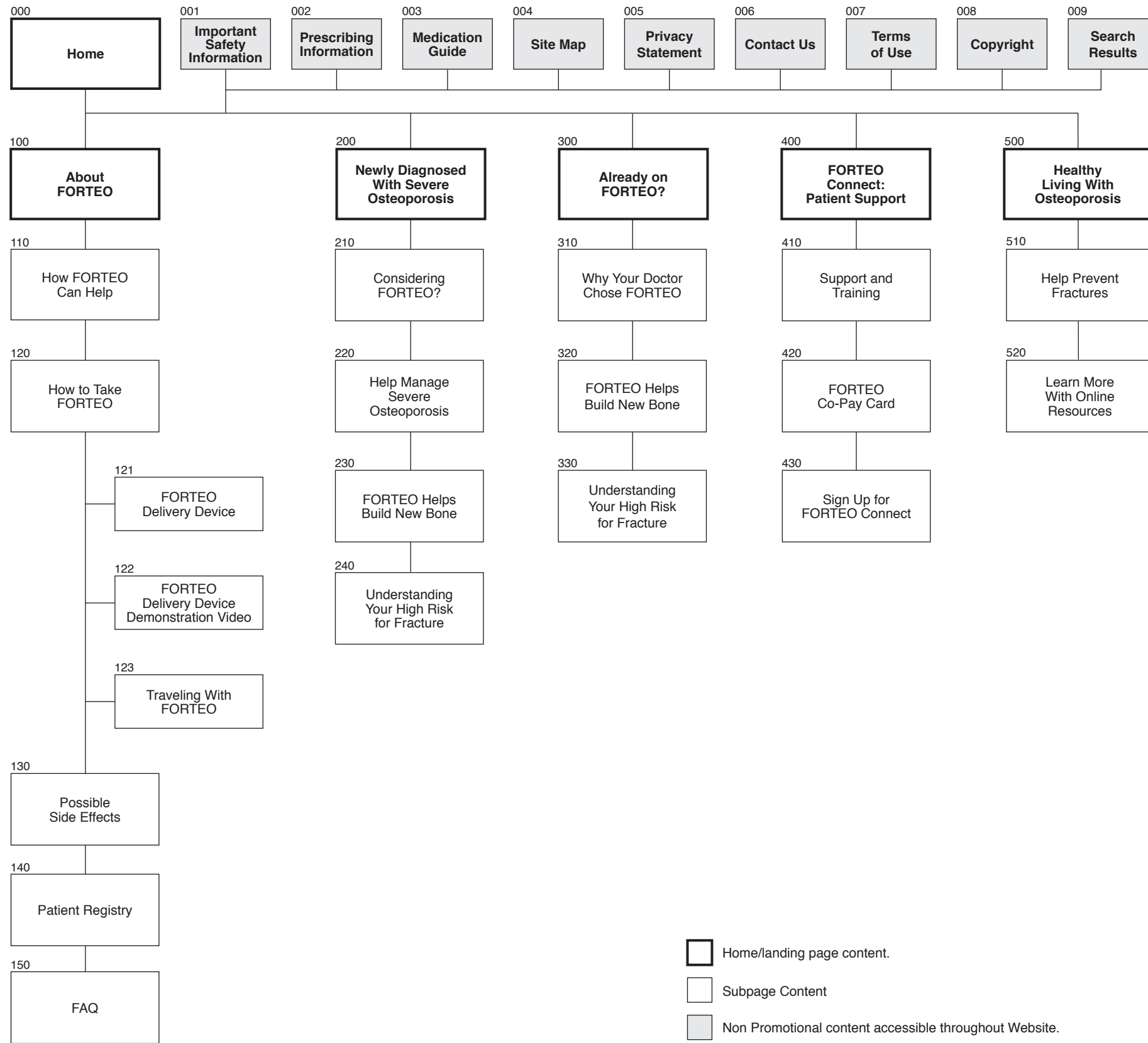
PROJECT NAME

Forteo Patient Website Concept

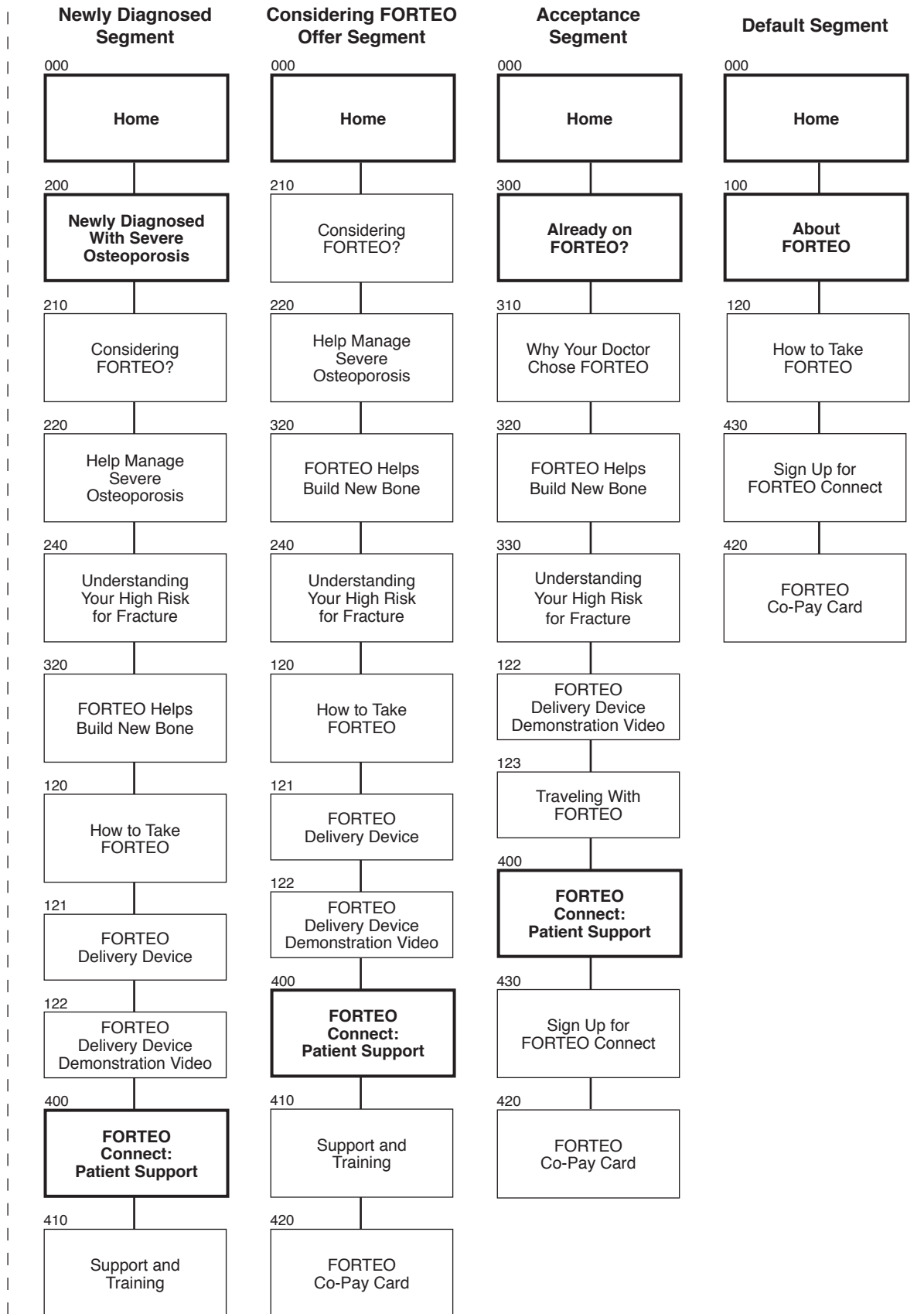
WIREFRAME DOCUMENT

VERSION NUMBER

001



Proposed Segmentation Promotional Workflow



Option A Home Page | Promotional Segmentation Selection Modal Window

Important Safety Information	Prescribing Information	Medication Guide	Website for Physicians
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Forteo Logo

Important Safety Information for FORTEO
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EXPAND

About Osteoporosis

Close **GO**

Newly Diagnosed Patient Photo

Considering FORTEO Patient Photo

Already Taking FORTEO Patient

What is Severe Osteoporosis? **Have you been diagnosed with severe osteoporosis?** **Are you considering FORTEO?** **Are you currently taking FORTEO?** **Taken?**


[Callout] **1** [Callout] **2** [Callout] **3** **4**

Indications and Important Safety Information for FORTEO
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Interaction Notes:

- The FORTEO DTC Website loads with a modal window that launches over the home page. Visitors can choose one of three promotional segments which represent their own condition and product information needs.
1. "Newly Diagnosed" segment is selected, modal window is closed, and cookie for selected segmentation pathway is created.
 2. "Considering FORTEO" segment is selected, modal window is closed, and cookie for selected segmentation pathway is created.
 4. "Taking FORTEO" segment is selected, modal window is closed, and cookie for selected segmentation is created.
 5. Modal window is closed, and default segmentation pathway cookie is created.

Option A Home Page | Newly Diagnosed Patient Segment

1 Important Safety Information	2 Prescribing Information	3 Medication Guide	4 Website for Physicians		
		<p>5 Important Safety Information for FORTEO</p> <p>6 EXPAND</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes</p>			
7 About FORTEO	Newly Diagnosed with Osteoporosis	Already On FORTEO	Patient Support	Living With Osteoporosis	<input type="text" value="Search"/> <input type="button" value="GO"/>



Are You Newly Diagnosed With Severe Osteoporosis?

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10 Start Here

11 What is Severe Osteoporosis? [Callout]

12 How Can FORTEO HELP? [Callout]

13 How Is FORTEO Taken? [Callout]

14 Indications and Important Safety Information for FORTEO

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Interaction Notes:

For each of the 4 selected pathways, a different patient will be presented throughout the website. Patient images will be shown within the page content and utilized within promotional callouts.

1. Anchor links to FORTEO Important Safety Information content, located at the bottom of the page (Global).
2. Links to the Prescribing Information PDF hosted on the Lilly gold server (002) (Global).
3. Links to the Medication Guide PDF hosted on the Lilly gold server (003) (Global).
4. Links to FORTEOHCP.com (Global).
5. Important Safety Information content has Med Legal required auto-scrolling mechanism (Global).
6. Expands the height of the scrolling Important Safety Information content window (Global).
7. Primary Navigation - Each button Links to its respective subsection content landing page (Global).
8. Search Form: visitor enters search term and results are displayed on separate search results page (008) (Global).
9. Segment specific patient photo.
10. Links to Newly Diagnosed with Osteoporosis landing page (200).
11. Promotion specific callout also links to the Newly diagnosed with Severe Osteoporosis page (200).
12. Promotion specific callout links to How Forte Can Help page (110).
13. Promotion specific callout links to the Taking FORTEO page (120).
14. Primary Indications and Important Safety Information content, located beneath promotional content throughout the website (Global).

Option A Home Page | Considering FORTEO Patient Segment

Important Safety Information	Prescribing Information	Medication Guide	Website for Physicians			
<p>Forteo Logo</p> <p>Important Safety Information for FORTEO Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes</p>			EXPAND			
About FORTEO	Newly Diagnosed with Osteoporosis	Already On FORTEO	Patient Support	Living With Osteoporosis	Search	GO



Are You Considering FORTEO?

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Start Here

How can I manage severe osteoporosis?
[Callout]

How does FORTEO Help build new bone?
[Callout]

How Is FORTEO Taken?
[Callout]

Indications and Important Safety Information for FORTEO

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Interaction Notes:

1. Segment specific patient photo.
2. Links to Considering FORTEO landing page (210).
3. Promotion specific callout also links to the Managing Severe Osteoporosis page (220).
4. Promotion specific callout links to How FORTEO helps Build New Bones page (230).
5. Promotion specific callout links to the Taking FORTEO page (120).

Option A Home Page | Taking FORTEO Patient Segment

Important Safety Information	Prescribing Information	Medication Guide	Website for Physicians
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Forteo Logo

Important Safety Information for FORTEO

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EXPAND

About FORTEO	Newly Diagnosed with Osteoporosis	Already On FORTEO	Patient Support	Living With Osteoporosis	<input type="text" value="Search"/> <input type="button" value="GO"/>
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Are You Currently Taking FORTEO?

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Start Here

<p>Why your doctor recommended FORTEO [Callout]</p> <p>3</p>	<p>Understanding Your Fracture risks [Callout]</p> <p>4</p>	<p>Access the FORTEO Patient Assistance Program? [Callout]</p> <p>5</p>
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Indications and Important Safety Information for FORTEO

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Interaction Notes:

1. Segment specific patient photo.
2. Links to the How FORTEO Can Help page (110).
3. Promotion specific callout also links to the How FORTEO Can Help page (110).
4. Promotion specific callout links to Understanding Fracture Risk page (240).
5. Promotion specific callout links to the FORTEO support page (400).