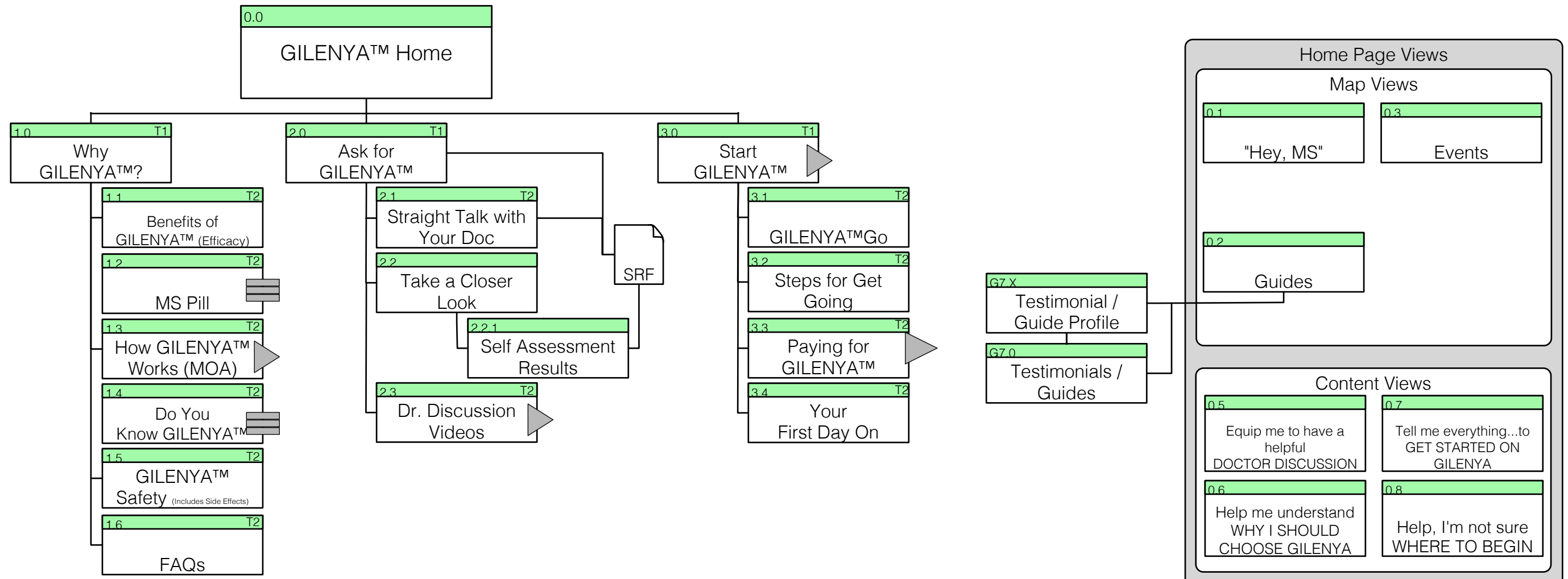


GILENYA™ Wireframes

MODIFICATION DATE	Fri Dec 21 2012
CREATOR	Chris Nordling
FILE NAME	GILENYA_wireframes_20121221_01.graffle

Site Structure	3	Template 3 (T3) Lightbox, Video	31
Header and Footer Links	4	Sidebar Blocks	32
Sidebar Links	5	Sidebar Matrix	33
0.0 Home Page	6	Sidebar Blocks: Hey, MS Feed	34
0.1 Hey, MS	7	Sidebar Blocks: Click to Call, Dr. Discussion Video, Hey, MS Video	35
0.1 Hey, MS (Rollover)	8	Sidebar Blocks: GILENYA™ Video, Invite to Self-Assessment, Dr Discussion Videos, Events	36
0.1.1 Add Message	9	Sidebar Blocks: Resources, Paying for GILENYA, Related Topics, Join	37
0.1.1.1 Thank You	10	Sidebar Blocks: SRF, Testimial (Text), Testimonial (Video), GILENYA™Go	38
0.2 Guides	11	2.2 Take a Closer Look (Self Assessment)	39
0.2 Guides (Rollover)	12	2.2.1 Self Assessment Results	40
0.3 Events	13	G1.0 Join	41
0.3 Events (Rollover)	14	G1.0 Join (Continued)	42
0.5 DOCTOR DISCUSSION	15	G1.1 Join Thank You	43
0.6 Why I should choose GILENYA™	16	G3.0 Events	44
0.7 Get Started on GILENYA™	17	G3.1 Events Search Results	45
0.8 Where to Begin	18	G3.2 and G3.3 Event Detail	46
Internal Page Overview	19	G3.2.1 RSVP To GILENYA™ Event	47
Primary and Secondary Nav	20	G3.2.2 Thank You RSVP	48
Share	21	G5.0 Search Results	49
Footer Links (sections g and h)	22	G7.0 Guide Profiles	50
Super footer (section j)	23	G7.x Guide Profile	51
Template 1 (T1) 1st Level Landing Page	24	G9.0 Share on Facebook	52
Template 2 (T2) 2nd Level Content Page	25	G9.1 Share on Twitter	53
Template 2 (T2.f1) 2nd Level Content Page, Guide Intro	26	G9.2 Share via Email	54
Template 2 (T2.f2) 2nd Level Content Page, Video Content	27	G16 Exiting Gilenya.com	55
Template 2 (T2.f3) 2nd Level Content Page, Image Content	28		
Template 2 (T2.f4) 2nd Level Content Page, Text Only Content	29		
Template 3 (T3) Lightbox	30		

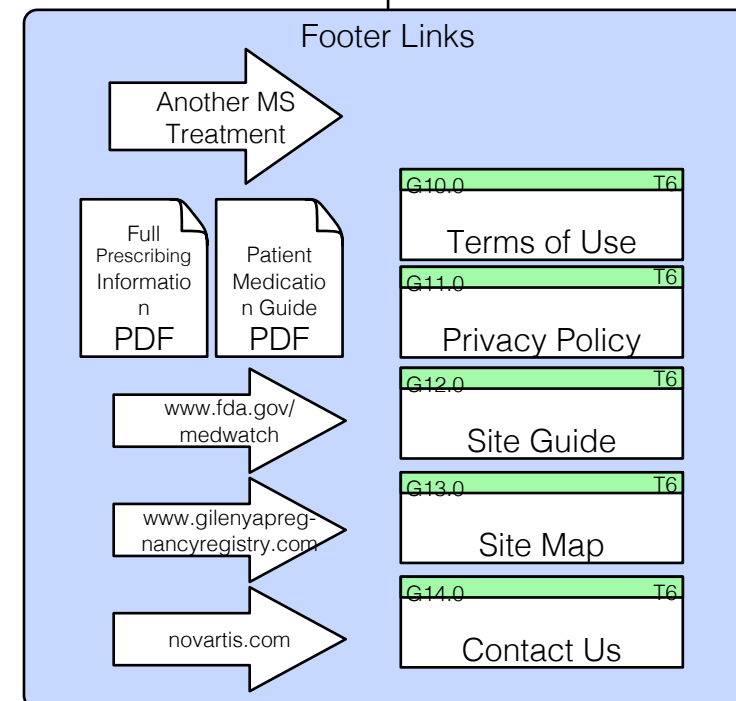
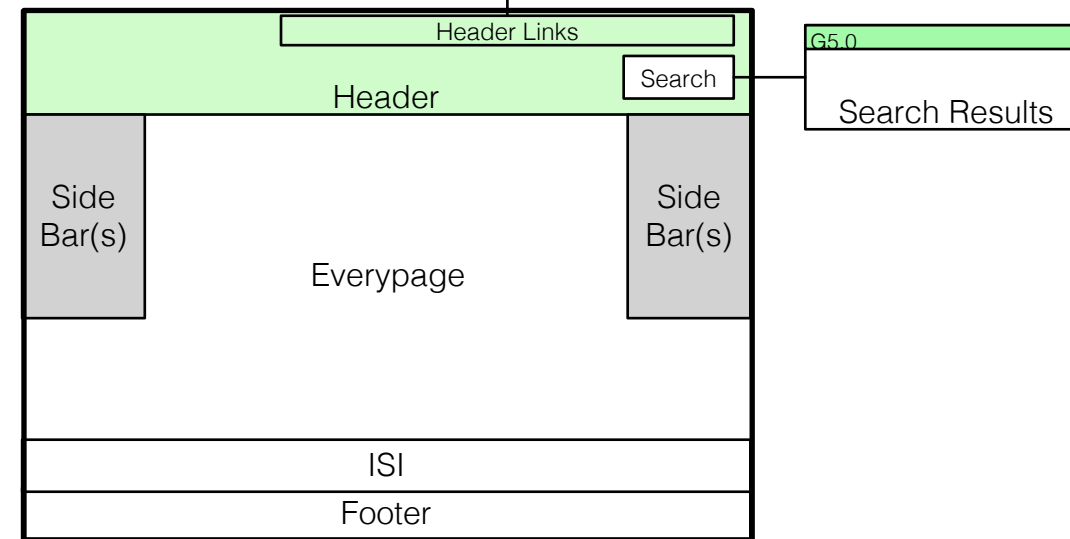
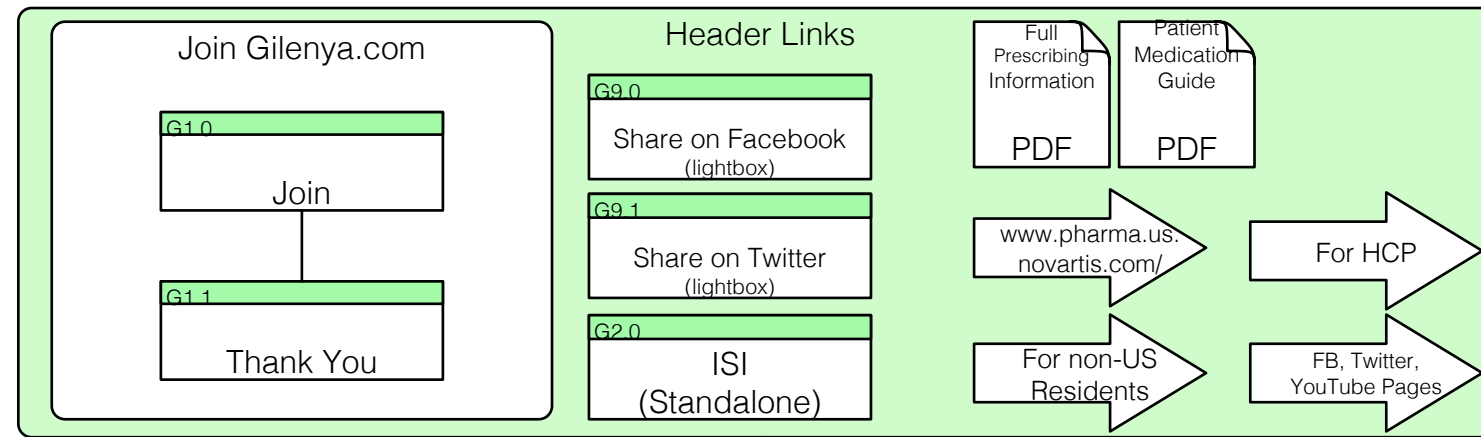


Notes:

FAQs are dispersed as a section in relevant pages but each FAQ section will include a link to the FAQ page.

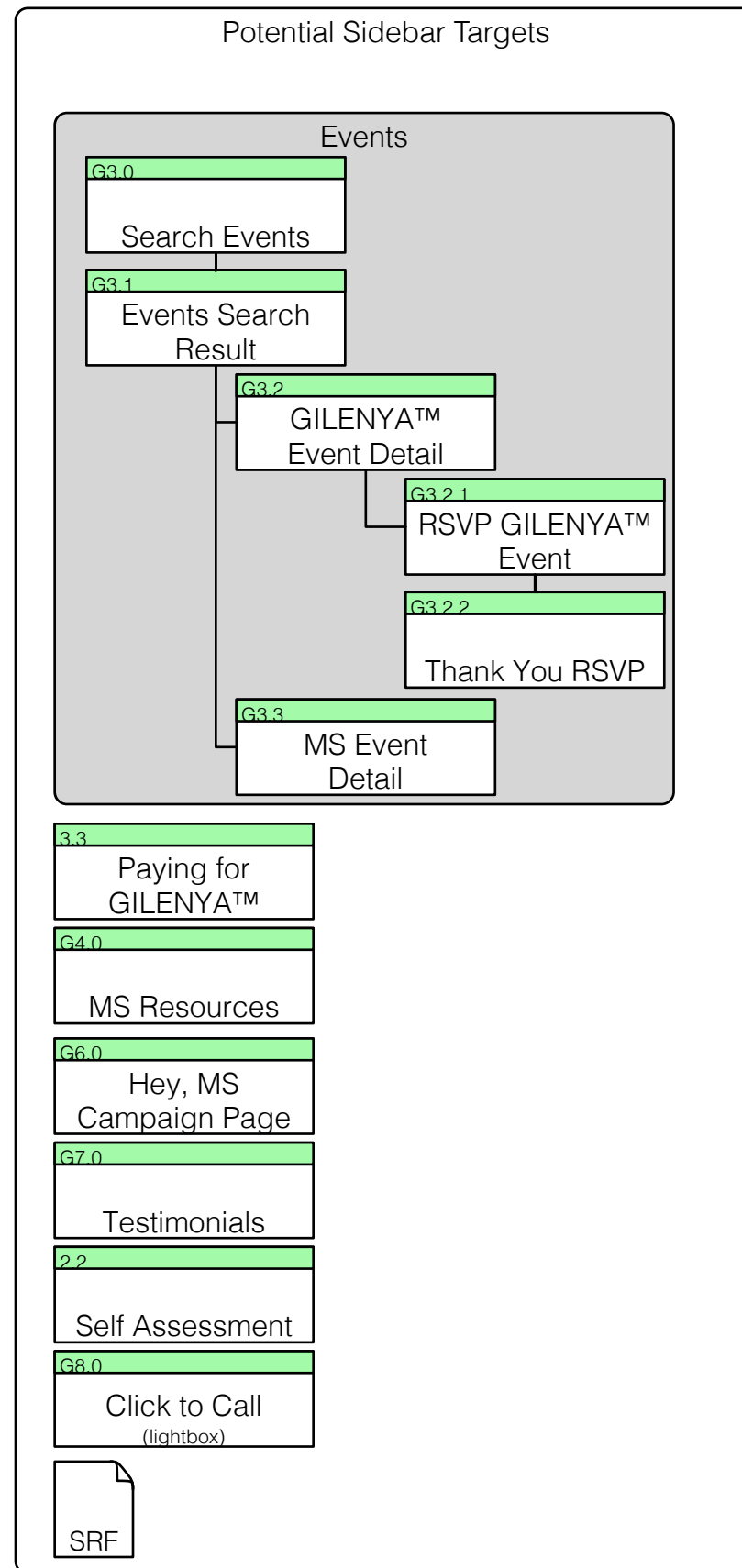
All labels are For Placement Only (FPO) and subject to change.

- Page in Gilenya.com
- Announcements (if needed)
- Downloadable content.
- Page(s) outside of Gilenya.com
- Page with video sidebar
- Page gets search traffic. Must include many links into other content.

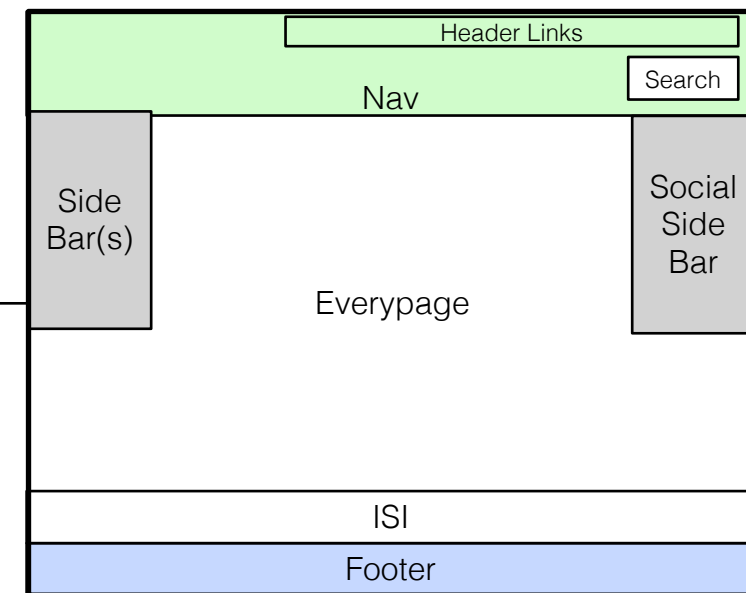


Non-hierarchical Page	Location	Template
G1.0 Join (Self-Identify)	Header	Unique
G1.1 Join	Header	Unique
G1.2 (Join) Thank You	Header	Unique
G2.0 ISI (Stand Alone)	Header	T6
0.3.0 Events	Sidebar	Unique
0.3.1 Events Search Results	Sidebar	Unique
0.3.2 GILENYA™ Event Detail	Sidebar	T5
0.3.2.1 RSVP GILENYA™ Event	Sidebar	Unique
0.3.2 MS Event	Sidebar	T5
G4.0 MS Resources	Sidebar	T2
G5.0 Search Results	Header	Unique
G6.0 Hey, MS Campaign Page	Sidebar	T2
G7.x Testimonial /Guide Profile	Sidebar	T4
G8.0 Click to Call	Sidebar	T3
G9.0 Share this Page	Header	Unique
G10.0 Terms of Use	Footer	T6
G11.0 Privacy Policy	Footer	T6
G12.0 Site Guide	Footer	T6
G13.0 Sitemap	Footer	T6
G14.0 Contact Us	Footer	T6
G15.0 Glossary	Footer	T6
G16.0 Exiting Gilenya.com	Triggered	T3







- Page in Gilenya.com
- Announcements (if needed)
- Downloadable content.
- Page(s) outside of Gilenya.com
- Page with video sidebar
- Page gets search traffic. Must include many links into other content.

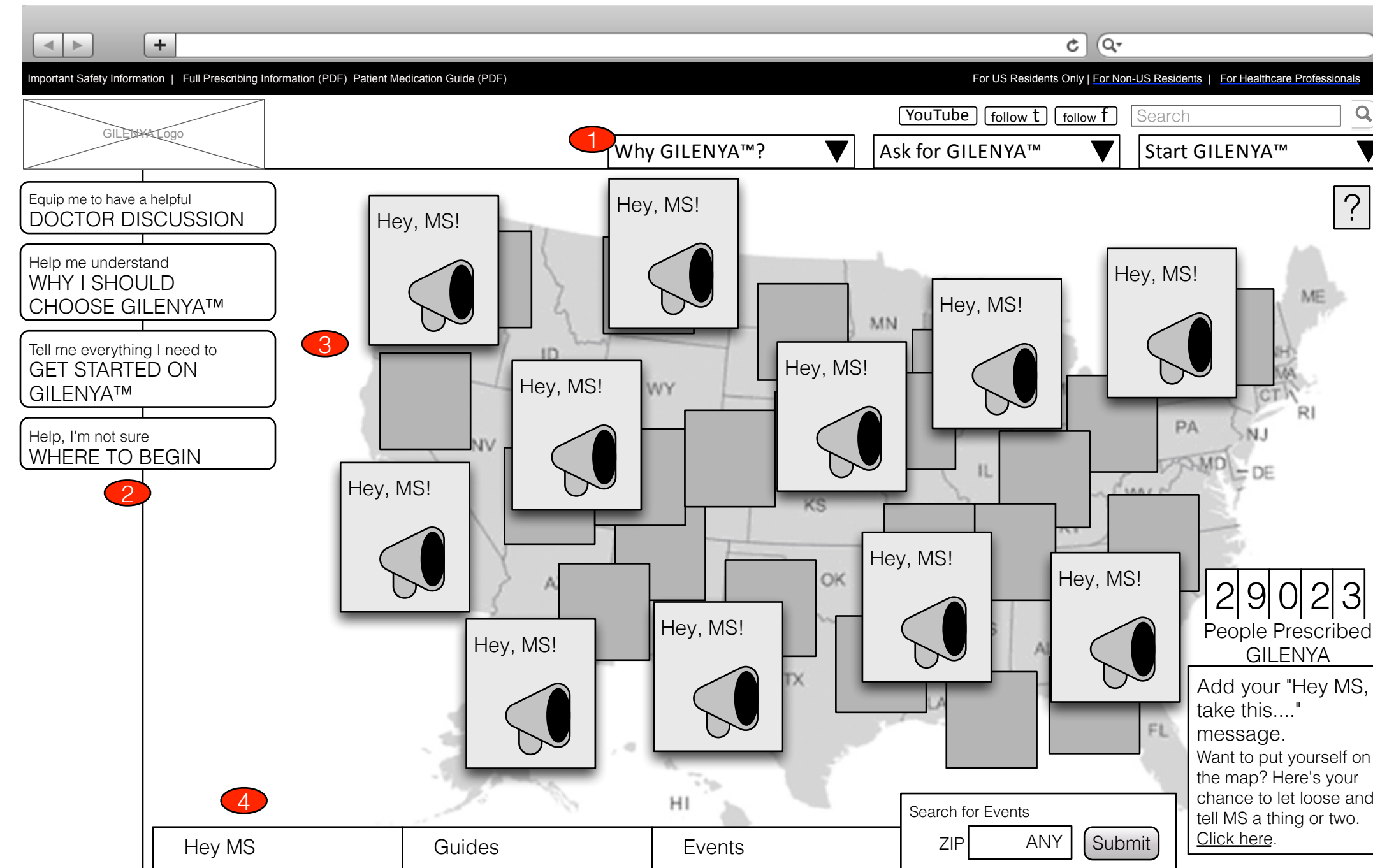


Each page will include from 0 to 5 sidebars. The content of each sidebar will be determined by the content of the page.



Notes:
All labels are For Placement Only (FPO) and subject to change.

-  Page in Gilenya.com
-  Announcements (if needed)
-  Downloadable content.
-  Page(s) outside of Gilenya.com
-  Page with video sidebar
-  Page gets search traffic. Must include many links into other content.



Page Title

0.0 Home Page

Description

This diagram explains the structure of the home page.

Page Notes

1 Site Primary Navigation
The site primary navigation is a home button (map icon), and links to the three main areas of the site.

2 Informational Views
Each item on the left, on click, will bring up detailed information pertinent to that category.

3 Preview Boxes
Each information group (event, guide, etc.) is represented by similarly colored/shaped boxes which by default start with the Hey, MS boxes forward. As the user rolls over a box, that box and all other boxes of its type, move to the front of the view. As the user rolls off that item, the boxes return to disorder.

A click on a preview box will 'lock' the view so that all of those similar items will stay in front of other boxes.

After 10 seconds of user inaction, the home page will simulate action by moving a random info group forward and expanding a constituent box for 8 - 10 seconds. This action repeats until user action.

4 Map Views
On click of a map view button the corresponding information will come forward and be locked forward until another map view button is clicked or until the same button is clicked (which will unlock the boxes)

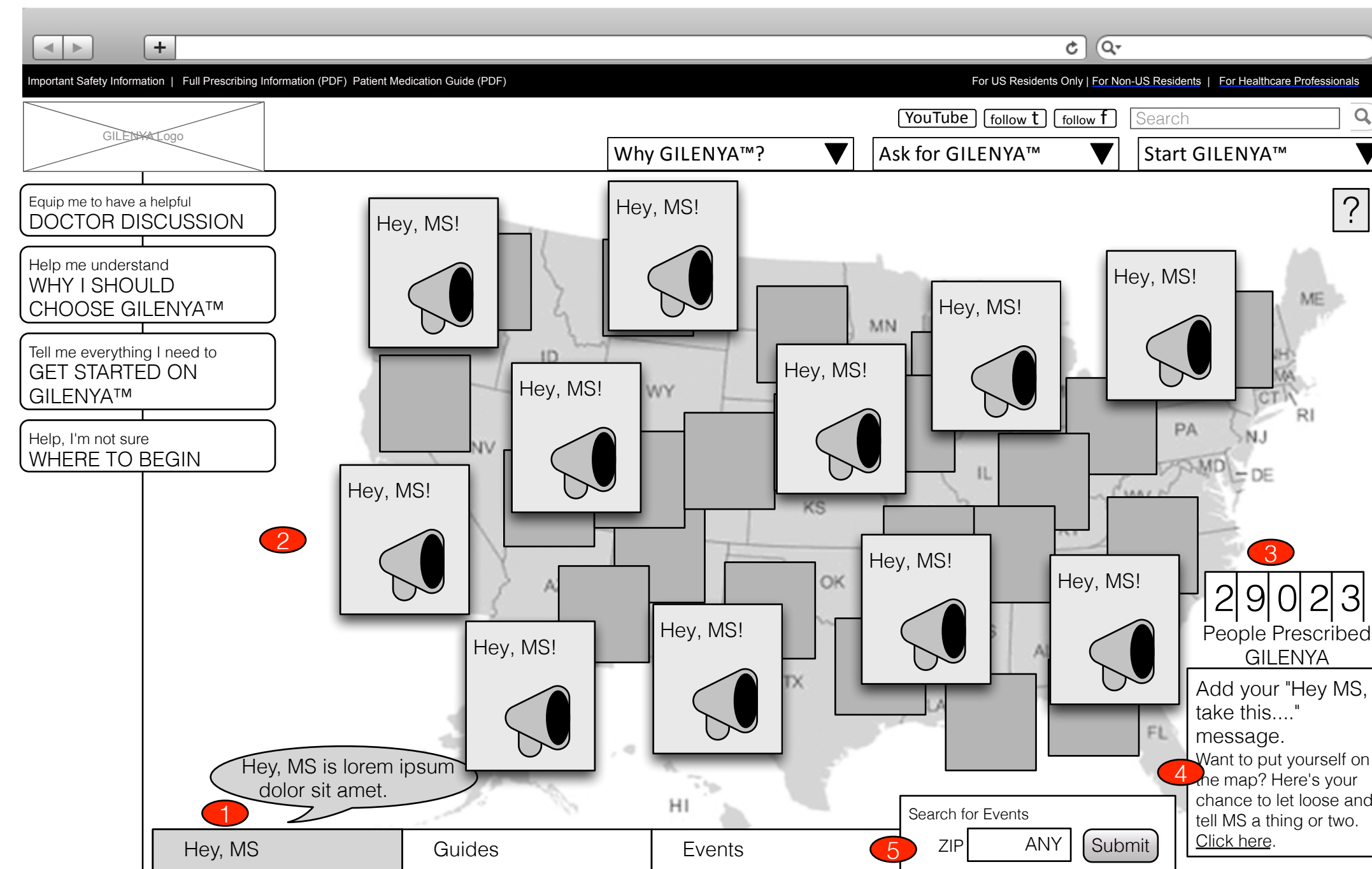
GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain



Page Title	
0.1 Hey, MS	
Description	
User has landed on Gilenya.com via URL or via search. Hey, MS is the default view of the home page.	
Page Notes	
1 Hey, MS Messages	Existing Hey, MS messages are displayed on the map in the approximate area where the message originated. The Hey, MS button is displayed as highlighted.
2 Hey, MS Message	On rollover of Hey, MS box, all Hey, MS boxes are moved to the front of the stack. The rolled over box expands to show the message (see next diagram).
3 People Prescribed GILENYA™	On click of Hey, MS box, the Hey, MS boxes are 'locked' in the front.
3 People Prescribed GILENYA™	The number of GILENYA™ prescriptions is displayed. This number is updated monthly for phase one but may be updated more frequently in subsequent iterations.
4 Add your message	The user is given the opportunity (via link to 0.1.1 to add their own message to the map. Those messages are moderated and the user is told it will be shown if/when approved.
5 ZIP Lookup	Users can look for Events via ZIP lookup which links to G3.0 Events (as a search result)

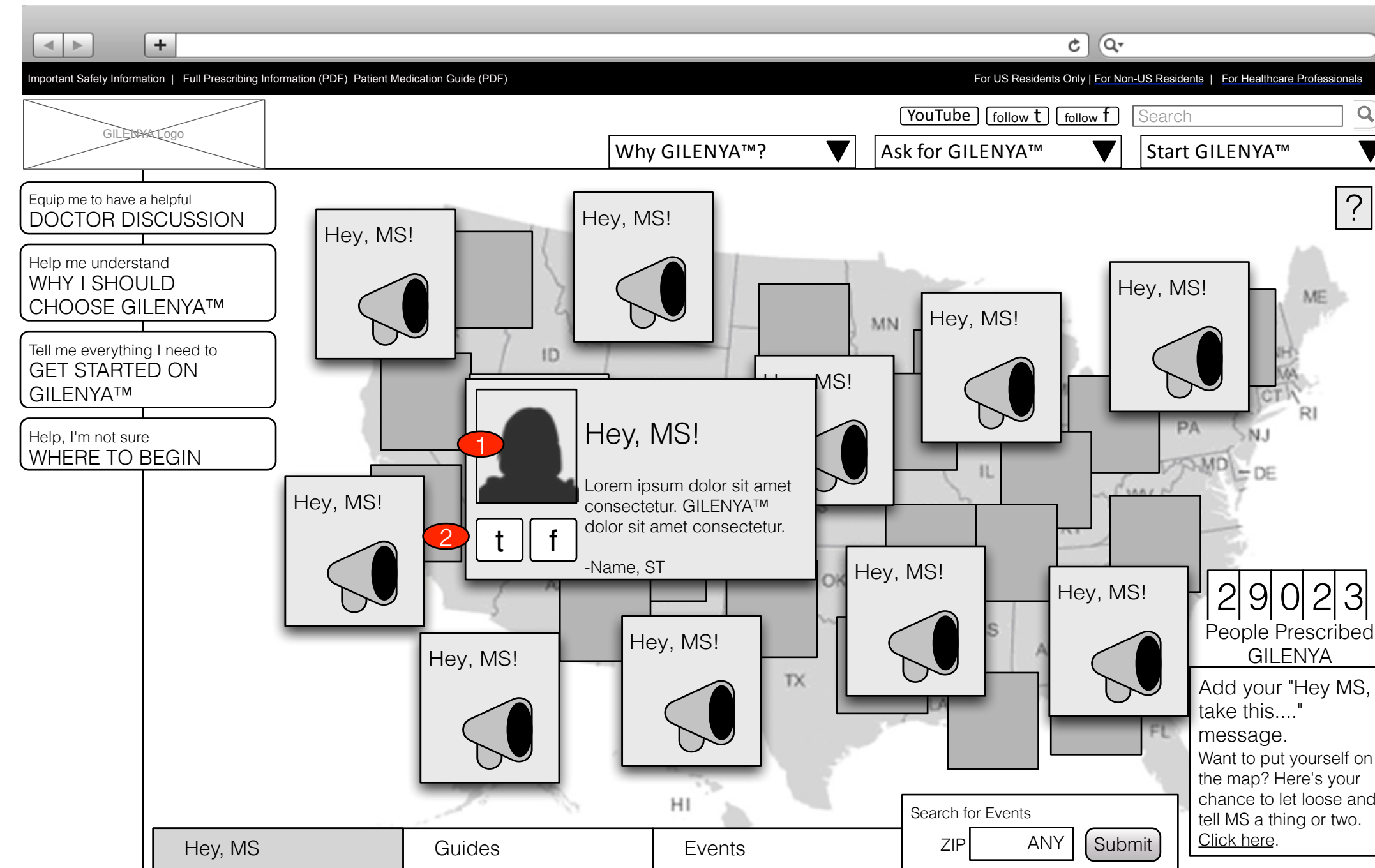
GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain



Page Title

0.1 Hey, MS (Rollover)

Description

User has rolled over an Hey, MS message and it is expanded in place.

Page Notes

1 Hey, MS Message, Expanded
 Hey, MS message has expanded and is displayed in place. User image is shown if available. If image is not available a generic megaphone icon is shown.

On rollout of expanded message, if Hey, MS is locked in front, the current focused message is contracted. If Hey, MS is not locked, then current message is contracted and all boxes return to default disorder state.

1 Share
 Each expanded Hey, MS message will include Twitter (t) and Facebook (f) icons. On click of icons, the user will be shown a standard share box in a new window.

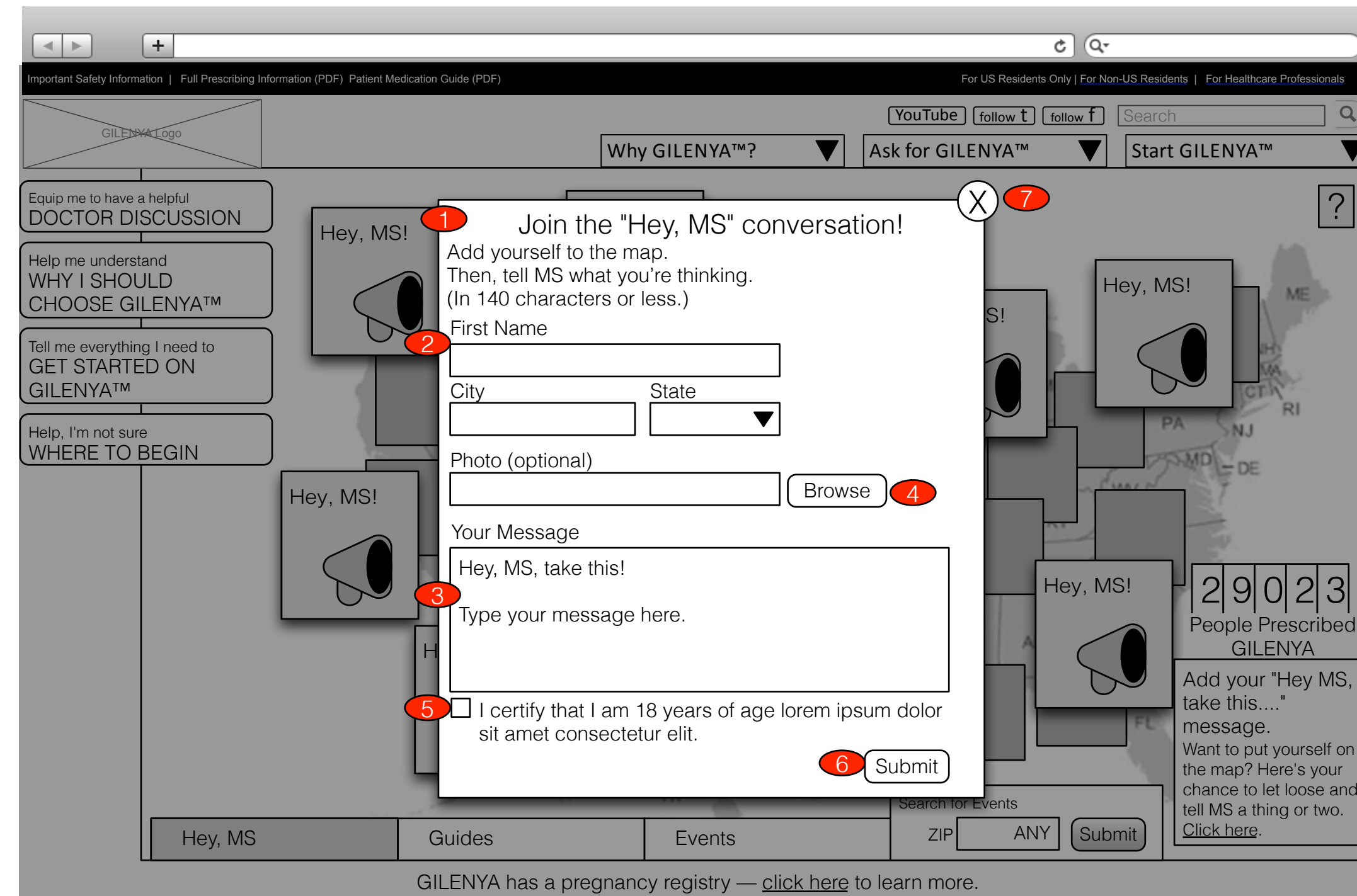
GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain



Page Title		
0.1.1 Add Message		
Description		
User has clicked on 'Join the 'Hey, MS! Conversation' in 0.1 Hey, MS		
Page Notes		
1	Join the Hey, MS conversation	This is a popup over the map view that allows the user to enter their name, zip and message. Optionally, they can add their photo as well.
2	First Name, ZIP	User is asked to provide their first name as well as their ZIP code (For US Citizens only).
3	Photo	The user is given the option to enter his/her photo, which is previewed in the image space above.
4	Message	The user is able to enter their text (max 140 characters) for the Hey, MS view. The text 'Hey, MS, Take this!' is persistent, but the 'Type your message here.' is deleted on user focus.
5	Certify checkbox	User must certify that he/she is an adult.
6	Submit button	On submit the form is validated and the user is prompted to fill in Name, ZIP or message if blank or invalid. Photo is optional. On validation, user is taken to 0.1.1.1 Thank You.
7	Close X	On click, the popup box shown is removed and user focus returns to page below.

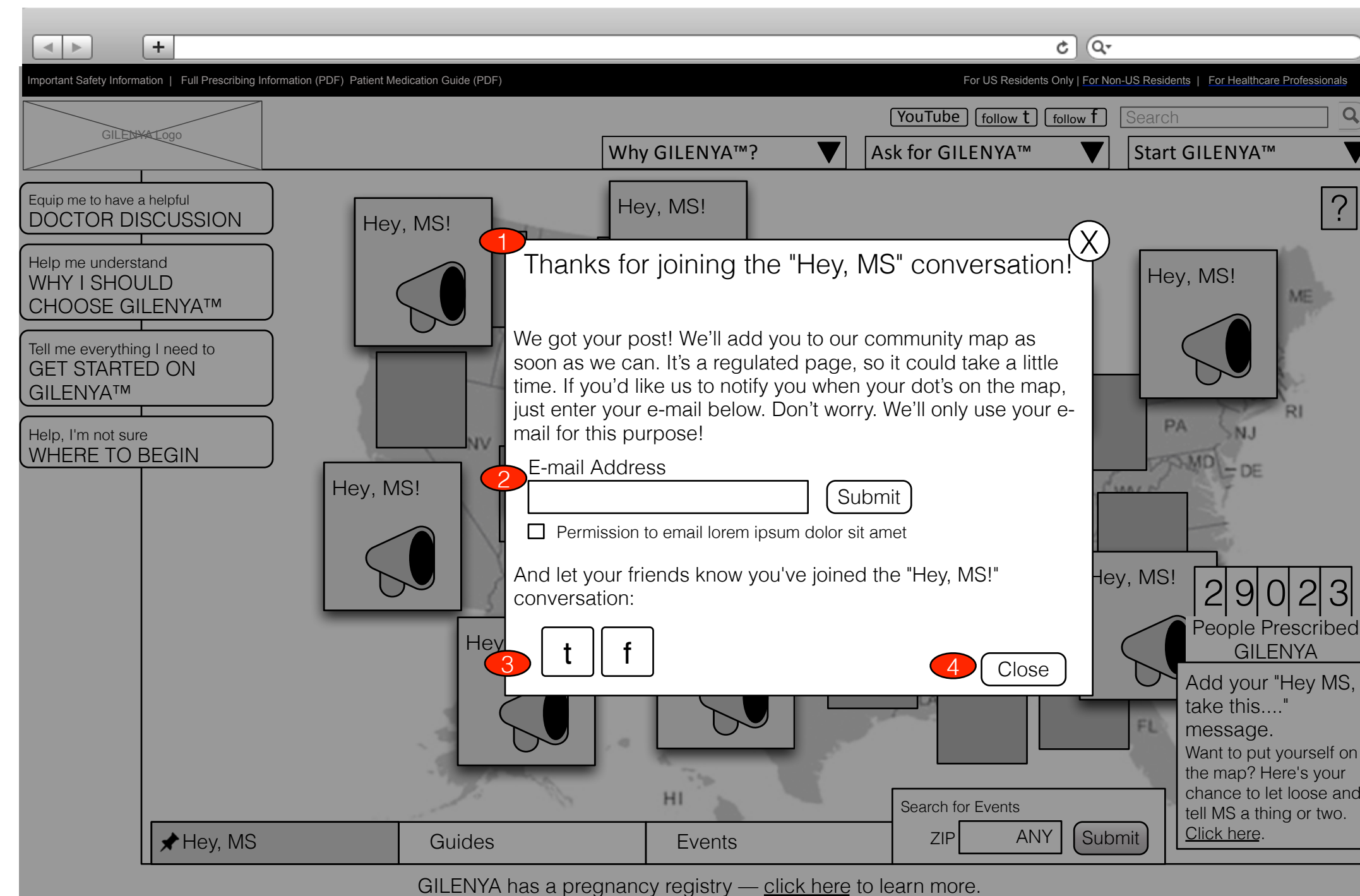
GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain



Page Title		
0.1.1.1 Thank You		
How user arrived here / Rules for page appearance		
User has entered his/her message in the HeyMS blank and is shown a thank you screen.		
Page Notes		
1	Thank You	Message is shown thanking the user for entering their Hey, MS message.
2	E-mail Address	User is given the opportunity to enter an e-mail address to be notified if/when message is shared on the home page view. On click of Submit, the blank is replaced by text, "Thank You."
3	Facebook and Twitter	The user is given the opportunity to share the Gilenya.com website on Facebook or Twitter (see G9.0 Facebook). This sharing is locked and does not allow the user to change text sent to Facebook or Twitter.
4	Close and close x	On click of Close or Close X this dialog is dismissed and the user is returned to the page from which they came.

GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain

Page Title

0.2 Guides

How user arrived here / Rules for page appearance

User has clicked on Guides and is shown guides nationwide.

Page Notes

- 1 Guides View On click of Guides view button the Guides boxes come to the front and other boxes (Hey, MS and Events) move back. This view is locked until user clicks on another button, other info square or clicks again on Guides to 'unlock' it.
- 2 Guide Preview Box Each guide is represented with a box near their actual ZIP. That box has their photo and first name, last initial as a default state. On rollover of this box the guides quote and link to profile are shown in an expanded box.
- 3 GILENYA™ Pregnancy Registry This link to <https://www.gilenyapregnancyregistry.com> shows on the home page only.

2

1

3 GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain

Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF) For US Residents Only | For Non-US Residents | For Healthcare Professionals

GILENYA Logo

YouTube follow t follow f Search

Why GILENYA™? Ask for GILENYA™ Start GILENYA™

Equip me to have a helpful DOCTOR DISCUSSION

Help me understand WHY I SHOULD CHOOSE GILENYA™

Tell me everything I need to GET STARTED ON GILENYA™

Help, I'm not sure WHERE TO BEGIN

Hey MS Guides Events Search for Events ZIP ANY Submit

Page Title

0.2 Guides (Rollover)

How user arrived here / Rules for page appearance

User has clicked on a Guide and is shown the guide detail.

Page Notes

- 1 Guides Detail The guide detail includes the guide name, location (City, State), their one line quote as well as photo (if available). This box also includes a link to the Guide Profile page and the G7.0 Guides.

GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain

Page Title

0.3 Events

How user arrived here / Rules for page appearance

User has clicked on Events and is shown Events nationwide.

Page Notes

1 Events View On rollover of Events view the event boxes are shown in front, other info (Hey, MS, Guides, etc) are moved to the back.

2 Multiple Events Box Regions with more than one event are represented by a box with the number of events and a label "events". On rollover of that box the Events (Rollover) is shown - detailed in next page. On rollout of events box, the expanded box reverts to number/label and if Events view is not locked, all boxes return to disorder.

3 Individual Event Box In regions where there is only one event, it is represented by a box with the event title, location, time and date. On click of that box, the user goes to the Event Detail page.

4 ZIP Lookup User is given the opportunity to look up events in his/her area. On click of Submit, the zip is sent to the G3.0 Events page.

GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain

The screenshot shows the GILENYA website's 'Events' section. At the top, there are navigation links for 'Why GILENYA™?', 'Ask for GILENYA™', and 'Start GILENYA™'. Below these are social media links for YouTube, Twitter, and Facebook, along with a search bar. The main content area features a map of the United States with numerous 'EVENTS' callouts. A large callout box is open, showing a list of 'Upcoming (Region) Events' with three items, each including a title, location, and date, and a 'Details' button. A 'See All (Region) Events' link is also present. To the right of the map, there is a counter for '29023 People Prescribed GILENYA' and a 'Hey MS, take this....' message. At the bottom, there is a 'Search for Events' form with a 'Submit' button. On the left side of the page, there are four navigation boxes: 'Equip me to have a helpful DOCTOR DISCUSSION', 'Help me understand WHY I SHOULD CHOOSE GILENYA™', 'Tell me everything I need to GET STARTED ON GILENYA™', and 'Help, I'm not sure WHERE TO BEGIN'.

Page Title

0.3 Events (Rollover)

How user arrived here / Rules for page appearance

User has rolled over an events box for a region.

Page Notes

1 Upcoming (Region) Events Each box includes a title which includes the Region's name.

2 Next two events A list of the next two events in that region is shown, each one listed by title, location, and date. These items are linked and on click of an individual item the user is taken to the event detail page (G3.1) for that event.

3 See All (Region) Events On click of link, the user is shown a list of events in their region (the Events page (G3.0) with the region entered in to the search).

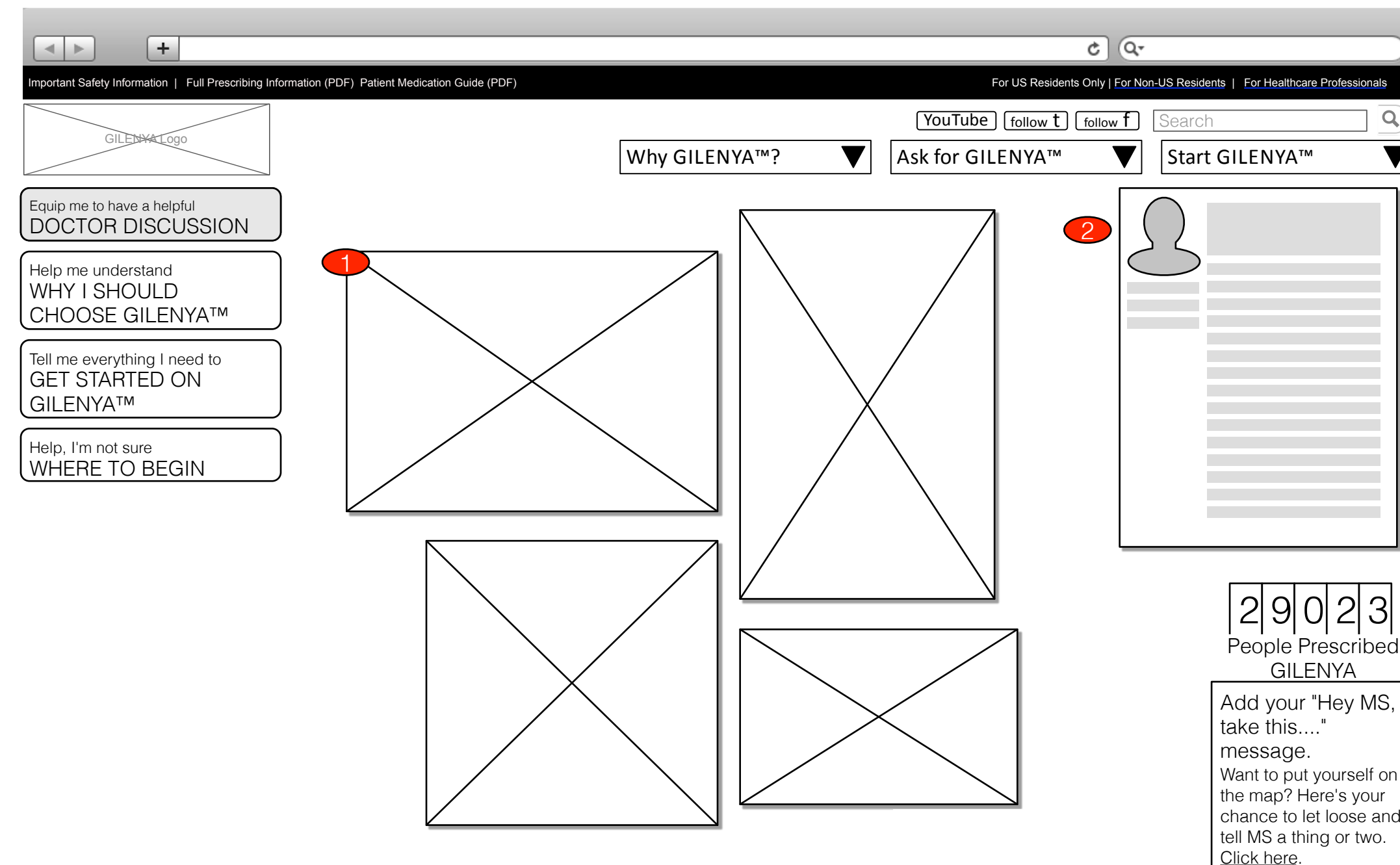
GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain



Page Title

0.5 DOCTOR DISCUSSION

How user arrived here / Rules for page appearance

User has clicked on Doctor Discussion which displays content which refers to Doctor Discussion.

Page Notes

- 1 Content Boxes Boxes with content and links pertinent to the page subject are shown over the map/ preview squares.
- 2 Guide Box Each informational view of the home page will include a guide box with a guide image a short description of the guide and content pertinent to the subject of the page.

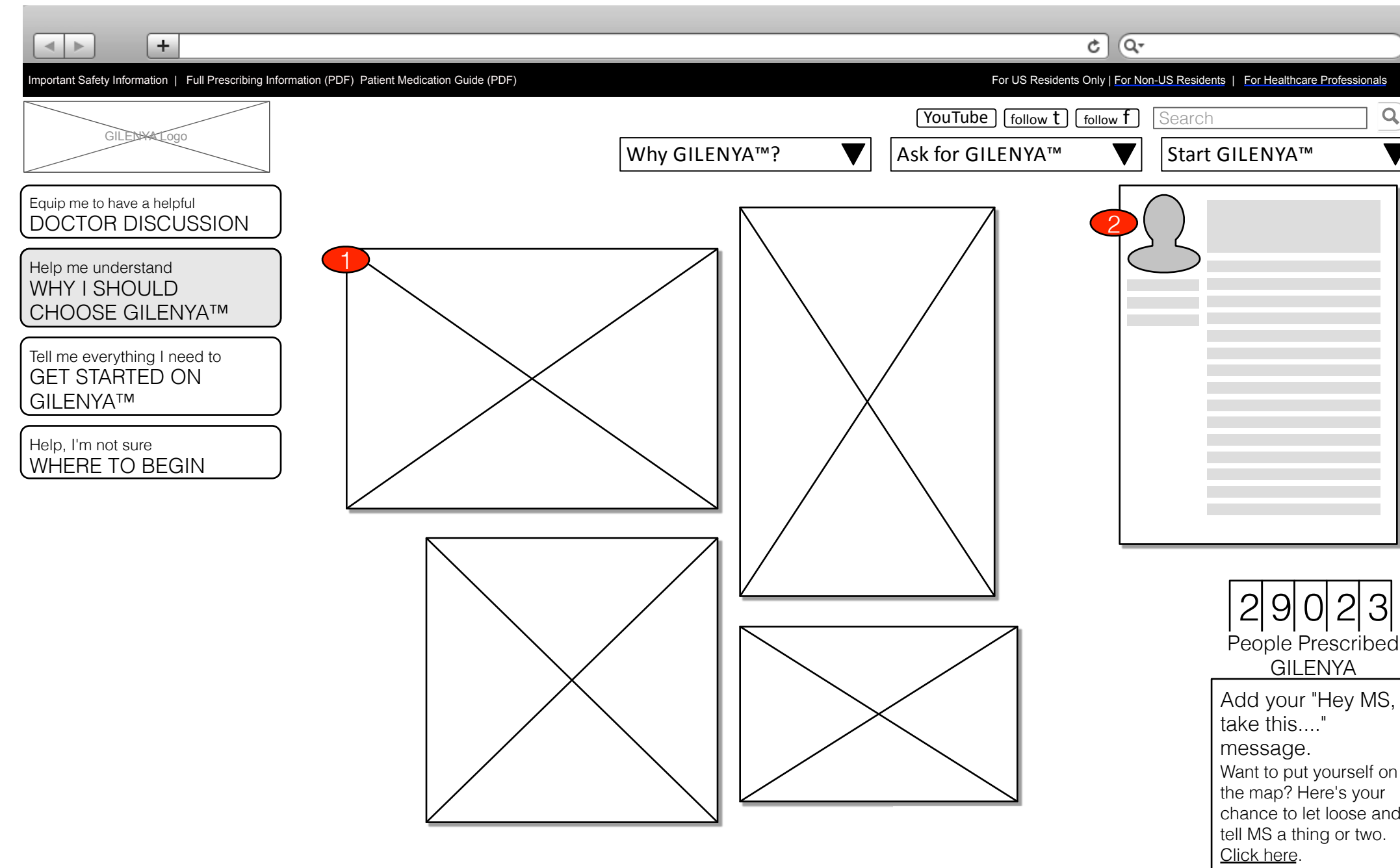
GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain



Page Title

0.6 Why I should choose GILENYA™

How user arrived here / Rules for page appearance

User has clicked on Why I Should Choose GILENYA™ which displays content which refers to choosing GILENYA™.

Page Notes

1 Content Boxes Boxes with content and links pertinent to the page subject are shown over the map/ preview squares.

2 Guide Box Each informational view of the home page will include a guide box with a guide image a short description of the guide and content pertinent to the subject of the page.

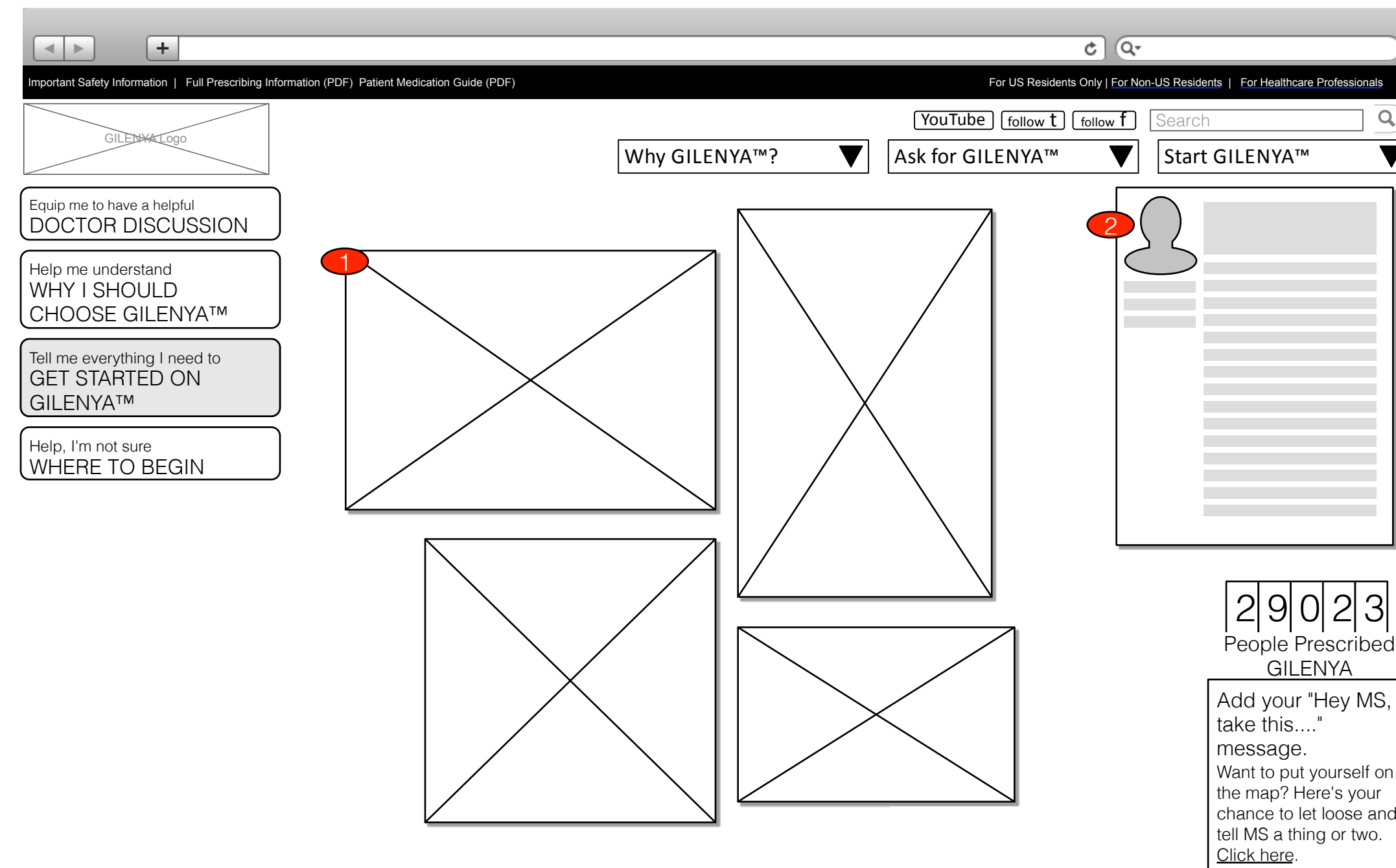
GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain



Page Title

0.7 Get Started on GILENYA™

How user arrived here / Rules for page appearance

User has clicked on Get Started on GILENYA™ which displays content which refers to Get Going.

Page Notes

1 Content Boxes Boxes with content and links pertinent to the page subject are shown over the map/ preview squares.

2 Guide Box Each informational view of the home page will include a guide box with a guide image a short description of the guide and content pertinent to the subject of the page.

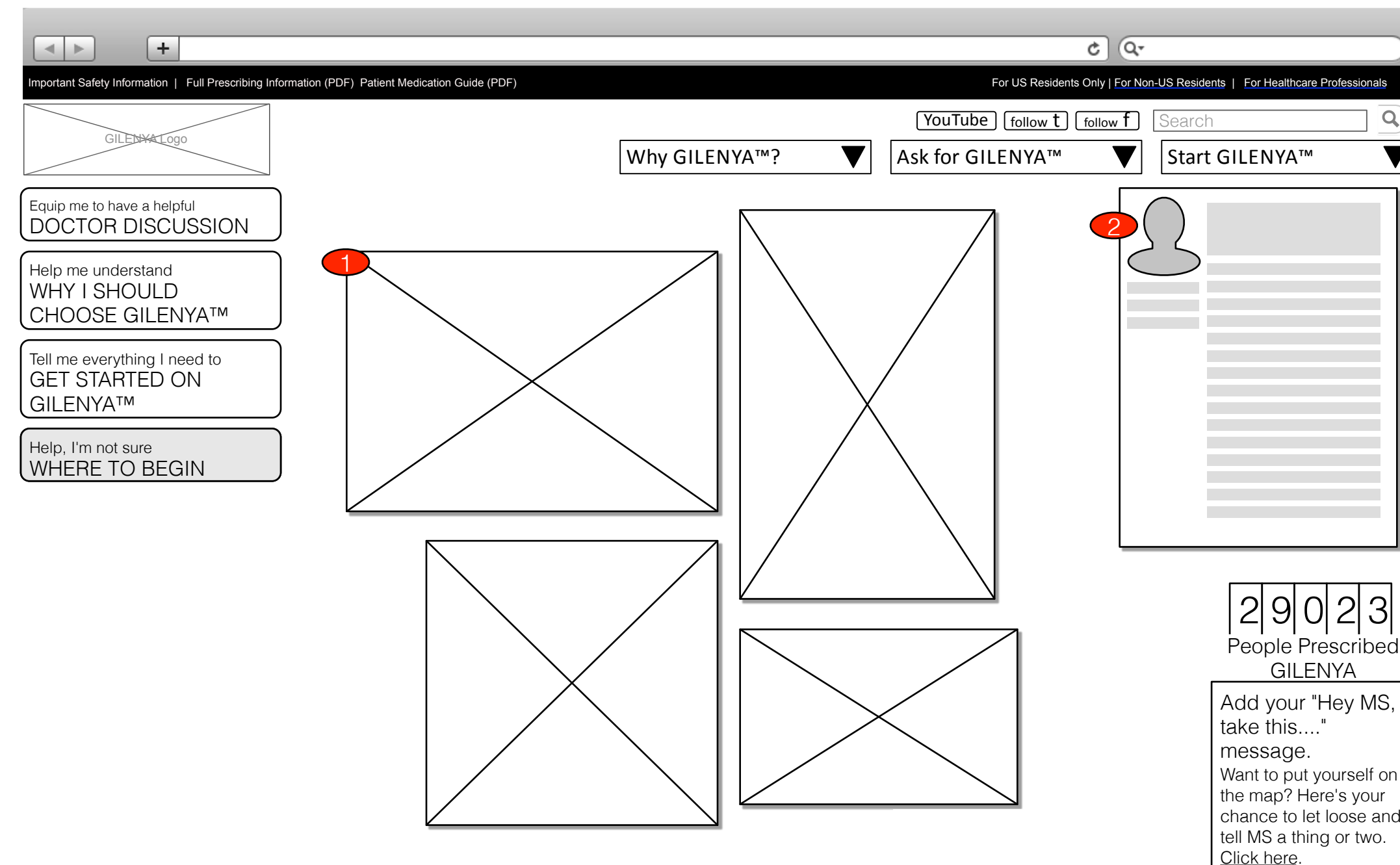
GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain



Page Title

0.8 Where to Begin

How user arrived here / Rules for page appearance

User has clicked on Where to Begin which displays content which refers to beginning with this website.

Page Notes

1 Content Boxes Boxes with content and links pertinent to the page subject are shown over the map/ preview squares.

2 Guide Box Each informational view of the home page will include a guide box with a guide image a short description of the guide and content pertinent to the subject of the page.

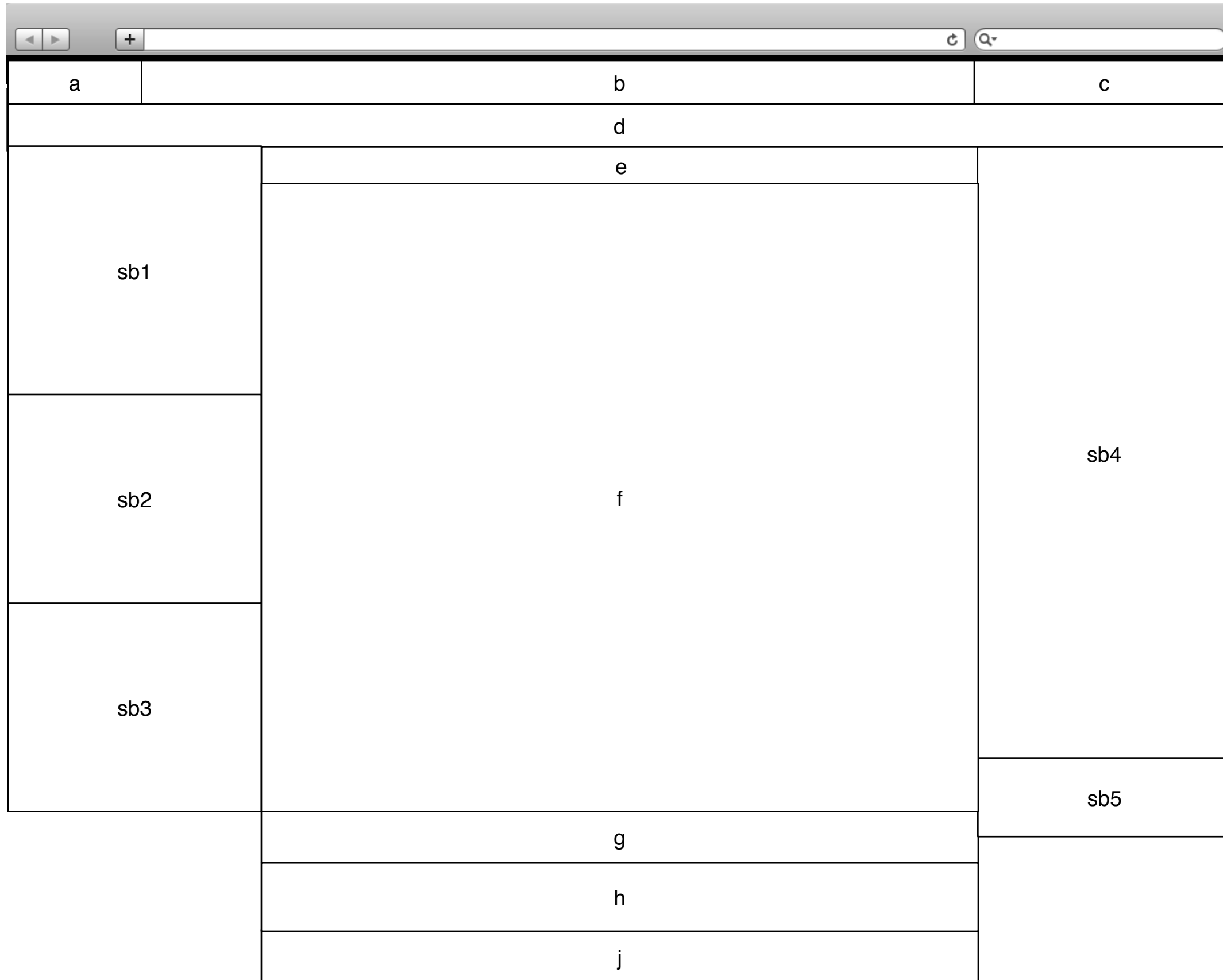
GILENYA has a pregnancy registry — [click here](#) to learn more.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

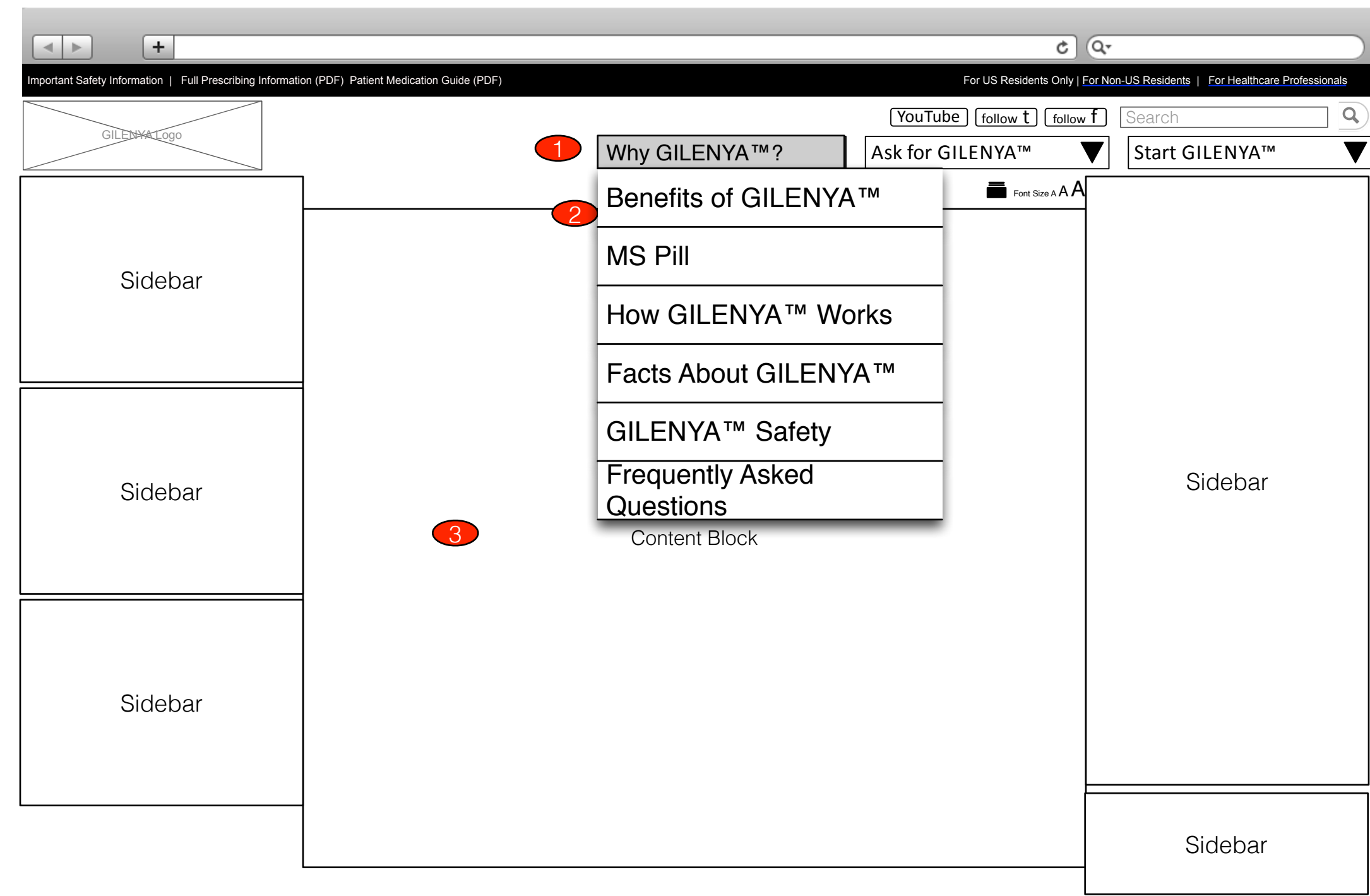
You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain



Page Title	
Internal Page Overview	
Section	
Section a	GILENYA™ Logo which works as a 'home' button.
Section b	Global links for HCP, non-US etc.
Section c	Search
Section d	Primary Navigation
Section sb1	Sidebar Left (sl) for secondary content
Sections sb2 and sb3	Sidebar for secondary content (optional)
Section e	Breadcrumb and page tools (print, font size)
section f	Main page content
Sections sb4 and sb5	Sidebars for social content (Hey, MS Feed)
Section g	Previous, Next links
Section h	Important Safety Information (ISI)
Section j	Footer links, Superfooter, a mini sitemap below the ISI

Sidebars are boxes which can hold related content for a page. Each page will have from 1 to 4 sidebars (typically 2 or 3) and in turn each sidebar will contain information chosen by editorial to accompany the main content.

The sidebar on the right will hold an Hey, MS feed and the "Join the Hey, MS Conversation" mini form.



Page Title

Primary and Secondary Nav

Description

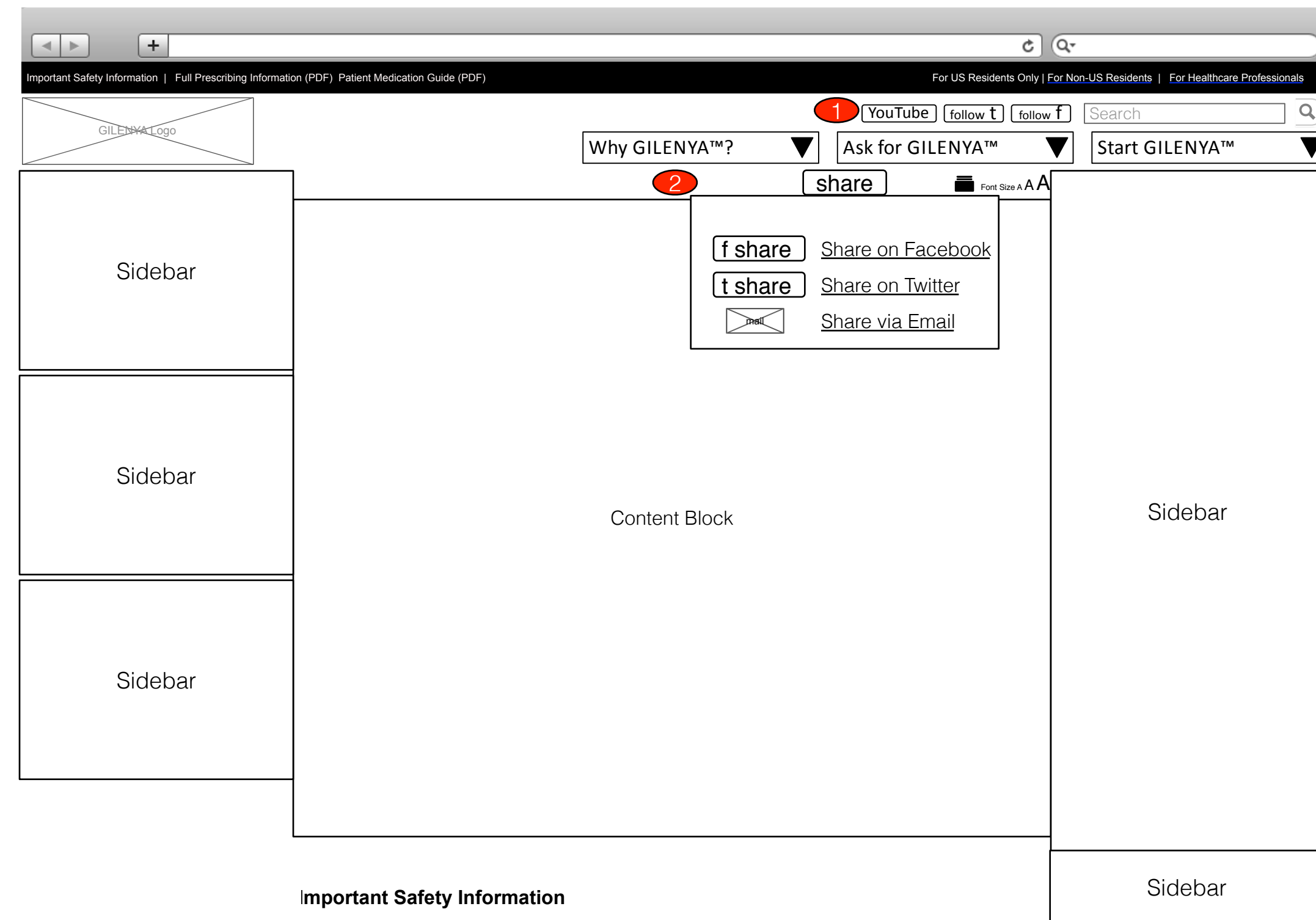
This diagram is meant to explain the primary navigation and dropdown menus used in the primary navigation.

Page Notes

- | | |
|--|--|
| <p>1 On rollover of Primary Nav item</p> | <p>On rollover of a primary nav item a dropdown menu of 2nd level pages will be presented. This menu persists until the user clicks a 2nd level page or the cursor rolls off of the menu and the primary nav item.</p> <p>On click of the primary nav item, the user is taken to the page (T1) clicked (1.0, 2.0 or 3.0 in the sitemap.)</p> |
| <p>2 Dropdown Menu</p> | <p>The dropdown menu will be a list of 2nd level content in the order specified in the sitemap. Each item will highlight on rollover and on click the web browser will be taken to that 'page.'</p> <p>Note the dropdown is a proposed secondary navigation method and may change during design.</p> |
| <p>3 Content Links</p> | <p>Other links may exist in content, either as a block of text links or as links in the text of the a 2nd level (parent) page.</p> |

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),



Page Title

Share

Description

This diagram is meant to explain the share menu that drops down from the share icon.

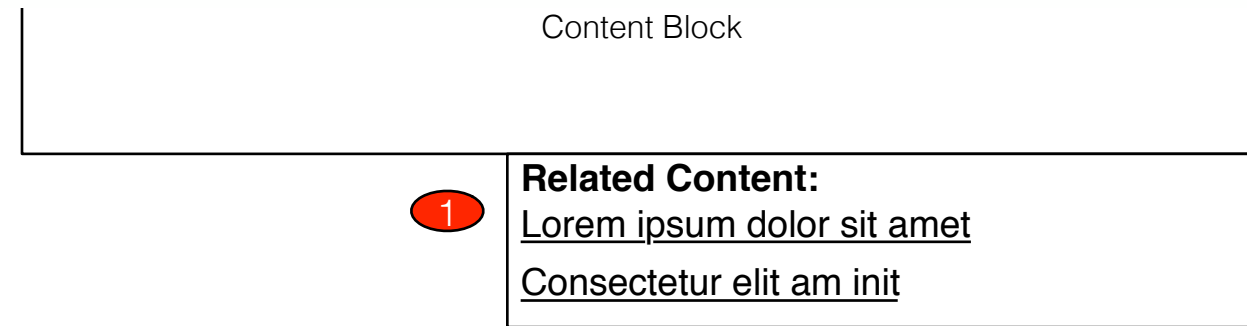
Page Notes

1 Twitter, Facebook and YouTube follow In the header there will be an opportunity for users to go to the GILENYA™ presence on Facebook, Twitter and YouTube via linked icons.

2 Share icons and links On click of the Share via Facebook or Share via Twitter icon or link, the Share layers are shown over this website (See G9.0 Facebook). Share via Email calls a lightbox which includes fields for the sender, recipient and the fixed text of the share.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),



Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia), including a heart finding called prolonged QT, as seen on a test to check the electrical activity of your heart (ECG) before starting GILENYA. You should not take GILENYA if you take certain medicines that change your heart rhythm.

GILENYA may cause serious side effects such as:

Slow heart rate, especially after your first dose. An ECG will be performed before and 6 hours after your first dose. Your pulse and blood pressure should be checked every hour while you stay in a medical facility during this time. If your heart rate slows down too much, you might feel dizzy or tired, or feel like your heart is beating slowly or skipping beats. Symptoms can happen up to 24

[Learn about another MS treatment from Novartis](#)

[Important Safety Information](#) | [Full Prescribing Information](#) | [Patient Medication Guide](#)

[Join](#) | [Site Guide](#) | [Site Map](#) | [Glossary](#) | [Contact Us](#) | [For Healthcare Professionals](#)

www.fda.gov/medwatch



Use of website is governed by the [Terms of Use](#) and [Privacy Statement](#).
Copyright © 2012 [Novartis Pharmaceuticals Corporation](#). All rights reserved.

Page Title

Footer Links (sections g and h)

Description

This diagram is meant to explain the primary navigation and dropdown menus used in the primary navigation.

Page Notes

1	Related Links	At the bottom of content box, a short list of 1 or 2 related links is displayed.
---	---------------	--

1	Important Safety Information (ISI)	The ISI is shown below the footer links but above the Super Footer.
---	------------------------------------	---

2	Footer Links	Footer links remain unchanged from previous site with the addition of Novartis.com
---	--------------	--

3	Novartis Logo	Novartis logo links to http://www.pharma.us.novartis.com/about-us/index.shtml
---	---------------	--



[Gilenya.com Home](#)

Get Info

- [Benefits of GILENYA™](#)
- [MS Pill](#)
- [How GILENYA™ Works](#)
- [Do You Know GILENYA™](#)
- [GILENYA™ Safety](#)
- [FAQs](#)



Get Ready

- [Talking to Your Doctor](#)
- [Self Assessment](#)
- [Dr Discussion Videos](#)

Get Going

- [GILENYA™ Go](#)
- [Steps for Get Going](#)
- [Paying for GILENYA™](#)
- [Your First Day On](#)

- [Join Gilenya.com](#)
- [Events](#)
- [MS Resources](#)
- [Hey, MS Campaign Page](#)
- [GILENYA™ Guides](#)

- [Terms of Use](#)
- [Privacy Policy](#)
- [Site Guide](#)
- [Contact Us](#)

Page Title

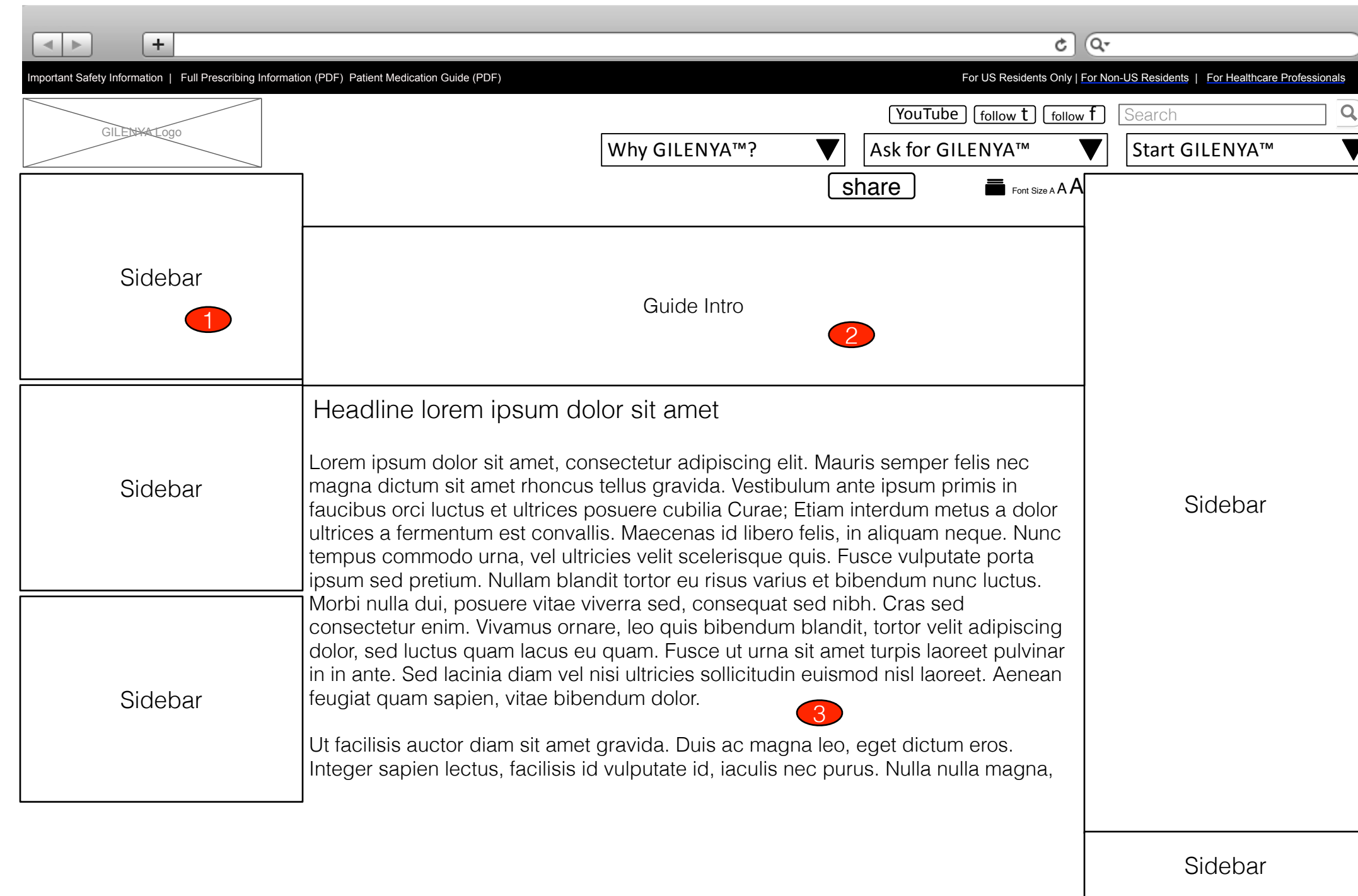
Super footer (section j)

How user arrived here / Rules for page appearance

User has scrolled to the very bottom of the page where the footer contains a simplified sitemap.

Page Notes

1	Super footer	Labels and links are FPO only. On completion of the sitemap, the superfooter will accurately reflect those names and links.
---	--------------	---



Page Title

Template 1 (T1) 1st Level Landing Page

Description

This diagram covers the templates used for first level landing pages (1.0, 2.0, 3.0)

Page Notes

- | | | |
|---|--------------------|--|
| 1 | Sidebar Boxes | As defined earlier in this document, the T1 templates will have 1 to 6 Sidebar boxes, determined by the content of the page. |
| 2 | Guide Intro | Each category page (1.0, 2.0, 3.0) will include a Guide introduction. This introduction could be video, text and/or image. |
| 3 | Main Content Block | The main content of the page will be placed in the main content block. As the T1 pages are the landing pages for the main nav items, the content will operate as a navigation scheme, offering links to all of the pages below the T1 page (1.1, 1.2 etc.). The Main Content Block expands downward as needed. |

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),

Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF) For US Residents Only | For Non-US Residents | For Healthcare Professionals

GILENYA Logo YouTube follow t follow f Search

Why GILENYA™? Ask for GILENYA™ Start GILENYA™

share Font Size A A A

Sidebar

Headline lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris semper felis nec magna dictum sit amet rhoncus tellus gravida. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Etiam interdum metus a dolor ultrices a fermentum est convallis. Maecenas id libero felis, in aliquam neque. Nunc tempus commodo urna, vel ultricies velit scelerisque quis. Fusce vulputate porta ipsum sed pretium. Nullam blandit tortor eu risus varius et bibendum nunc luctus. Morbi nulla dui, posuere vitae viverra sed, consequat sed nibh. Cras sed consectetur enim. Vivamus ornare, leo quis bibendum blandit, tortor velit adipiscing dolor, sed luctus quam lacus eu quam. Fusce ut urna sit amet turpis laoreet pulvinar in ante. Sed lacinia diam vel nisi ultricies sollicitudin euismod nisl laoreet. Aenean feugiat quam sapien, vitae bibendum dolor.

Ut facilisis auctor diam sit amet gravida. Duis ac magna leo, eget dictum eros. Integer sapien lectus, facilisis id vulputate id, iaculis nec purus. Nulla nulla magna,

1

Sidebar

Sidebar

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),

Page Title

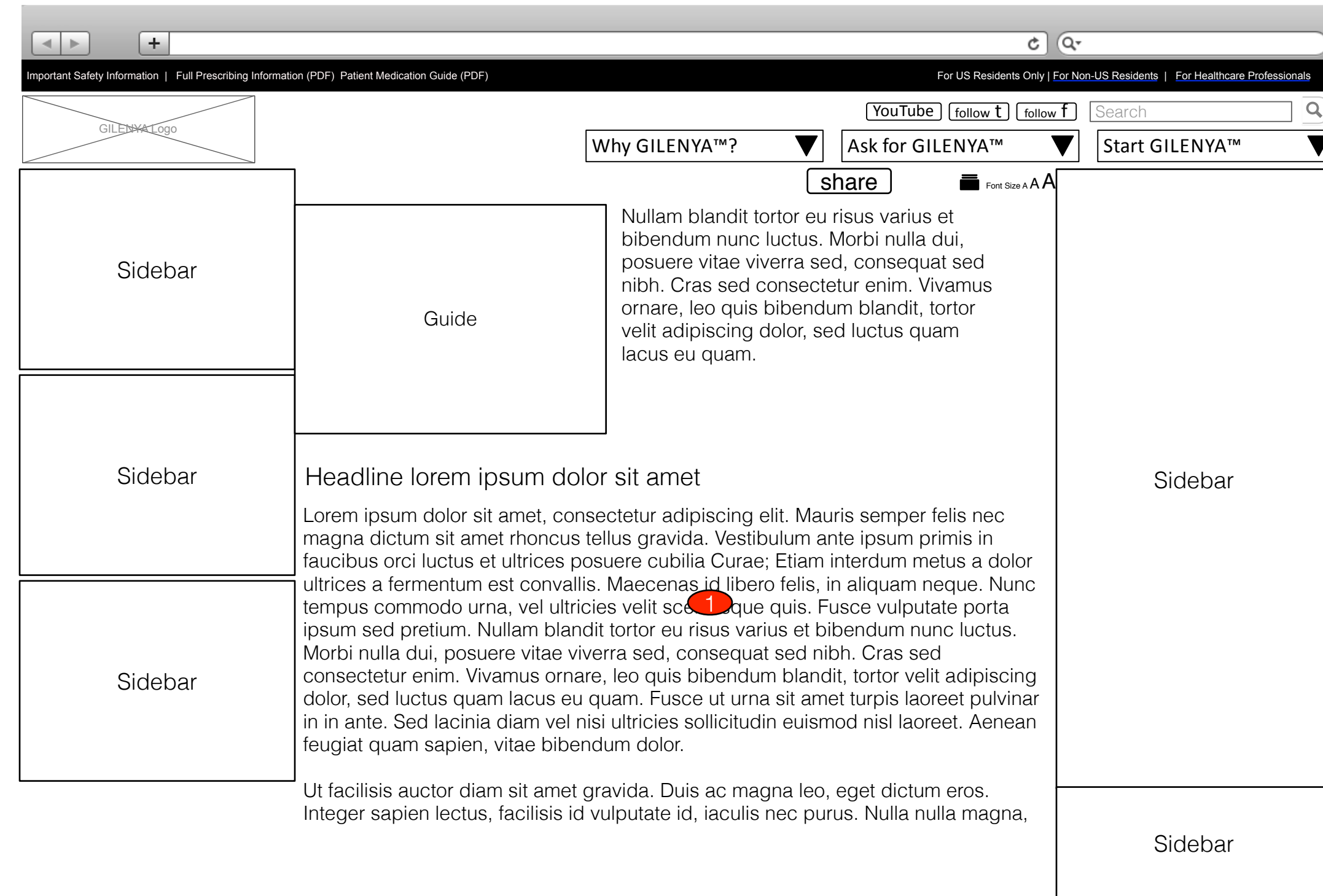
Template 2 (T2) 2nd Level Content Page

Description

This diagram covers the 2nd level pages that are not unique.

Page Notes

- 1 Main Content Block The majority of the site is made up of T2 pages.
- T2 pages differ from T1 mainly in that the T1 is meant to offer links to subsequent pages while the T2 is meant to display the content. Any third level links are placed in context rather than as a priority at the top of the page.



Page Title

Template 2 (T2.f1) 2nd Level Content Page, Guide Intro

Description

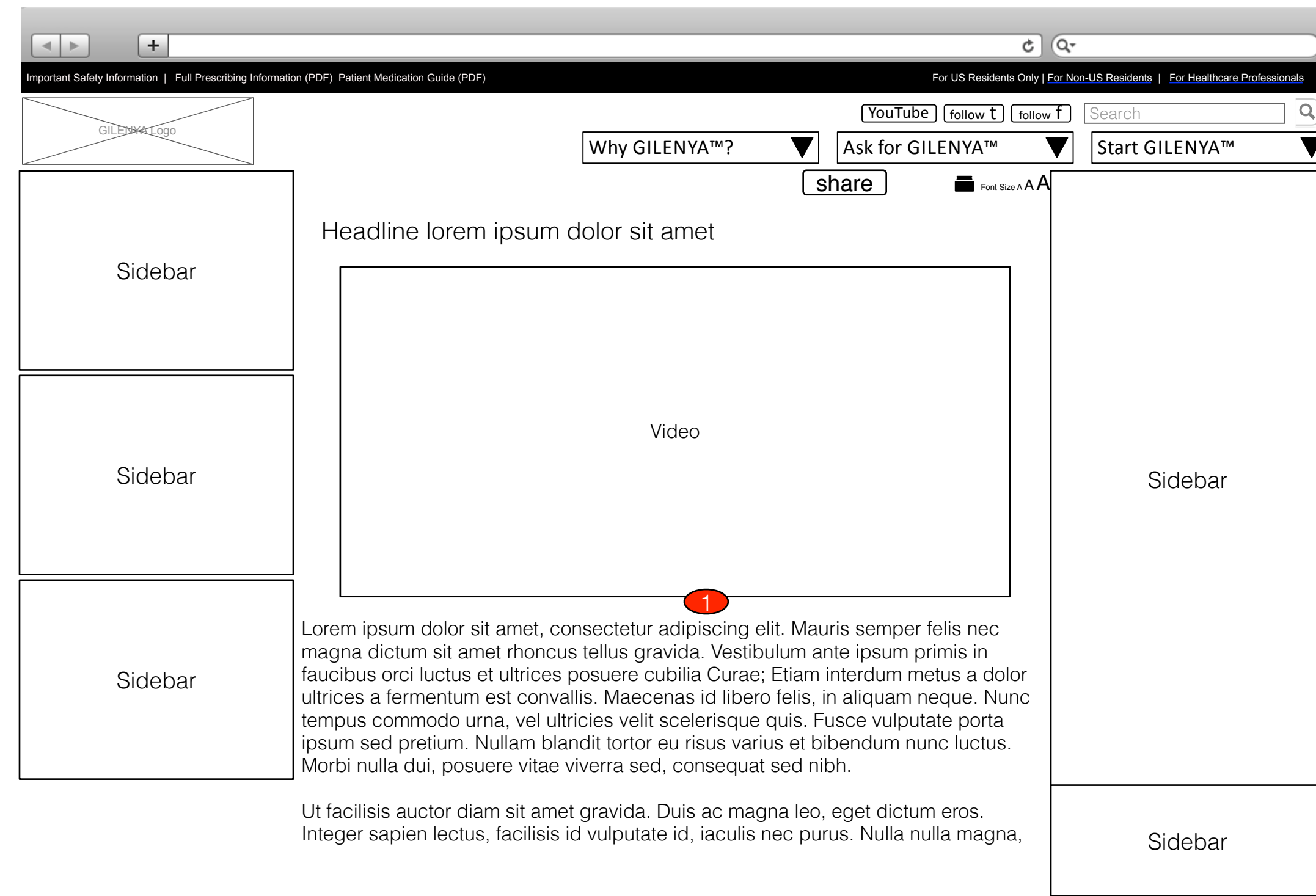
This diagram covers the 2nd level pages that are not unique. This version includes a guide intro at the top of the content well.

Page Notes

- 1 Main Content Block T2 pages will occasionally have a Guide intro which will include a photo and a quote or similar text. This content will be up at the top of the content well.
- The main content will flow below the Guide intro.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),



Page Title

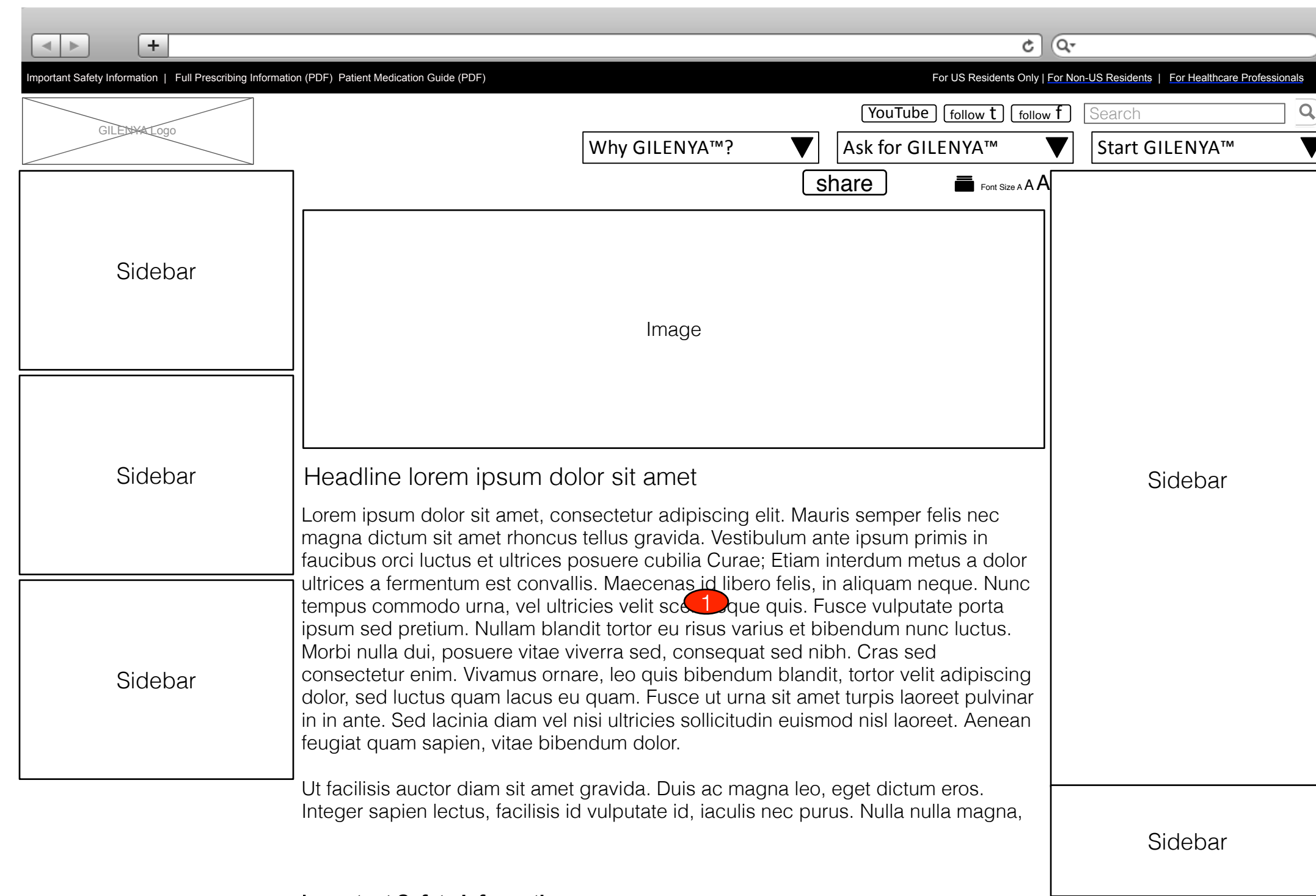
Template 2 (T2.f2) 2nd Level Content Page, Video Content

Description

This diagram covers the 2nd level pages that are not unique. This diagram includes a single video in the content well.

Page Notes

- 1 Main Content Block This T2 page has a video up top in the content well. The video plays in a lightbox over the current page.



Page Title

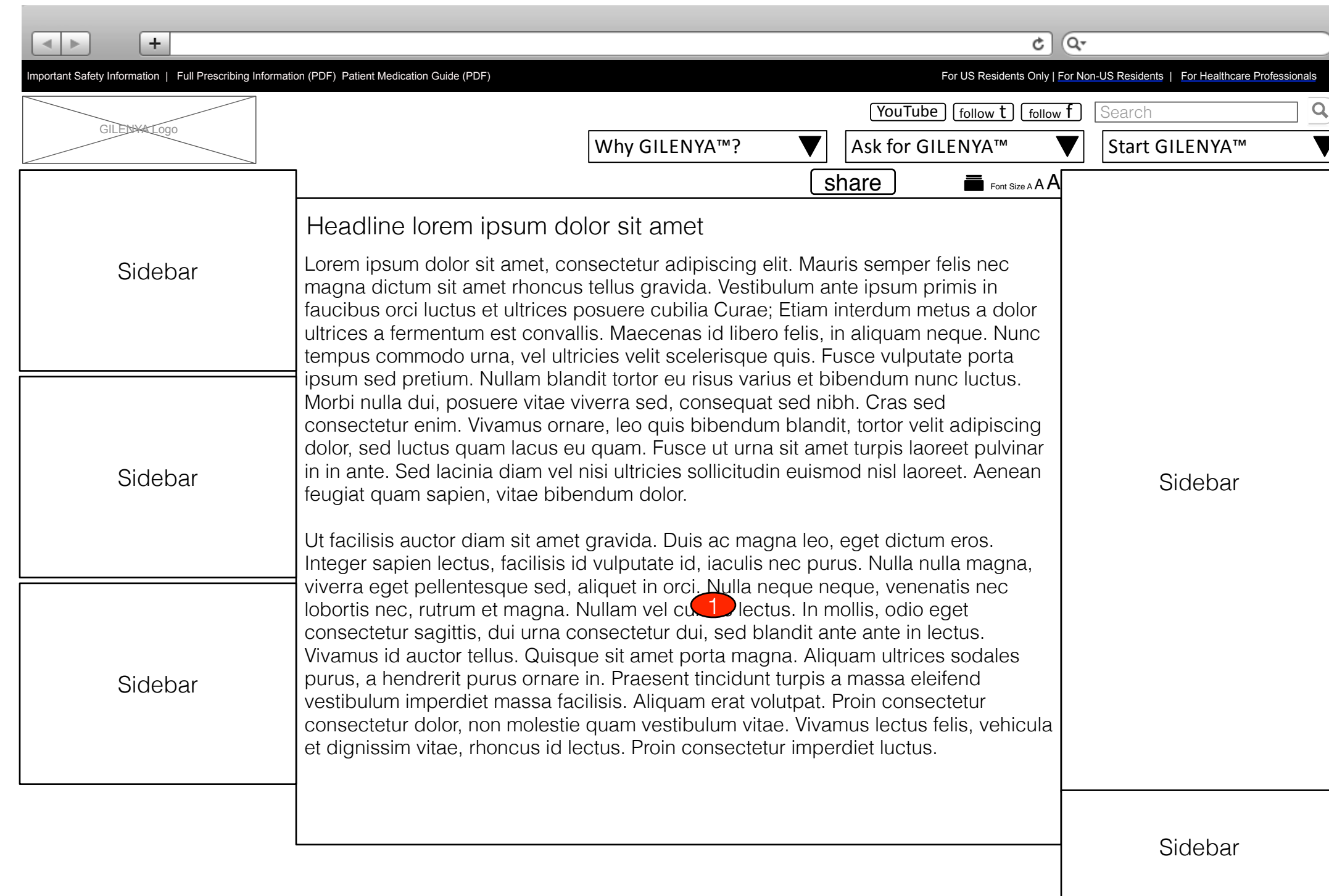
Template 2 (T2.f3) 2nd Level Content Page, Image Content

Description

This diagram covers the 2nd level pages that are not unique. This diagram includes a single large image in the content well.

Page Notes

- 1 Main Content Block This page has a 'hero' image at the top. All text, including the headline, flows below the image.



Page Title

Template 2 (T2.f4) 2nd Level Content Page, Text Only Content

Description

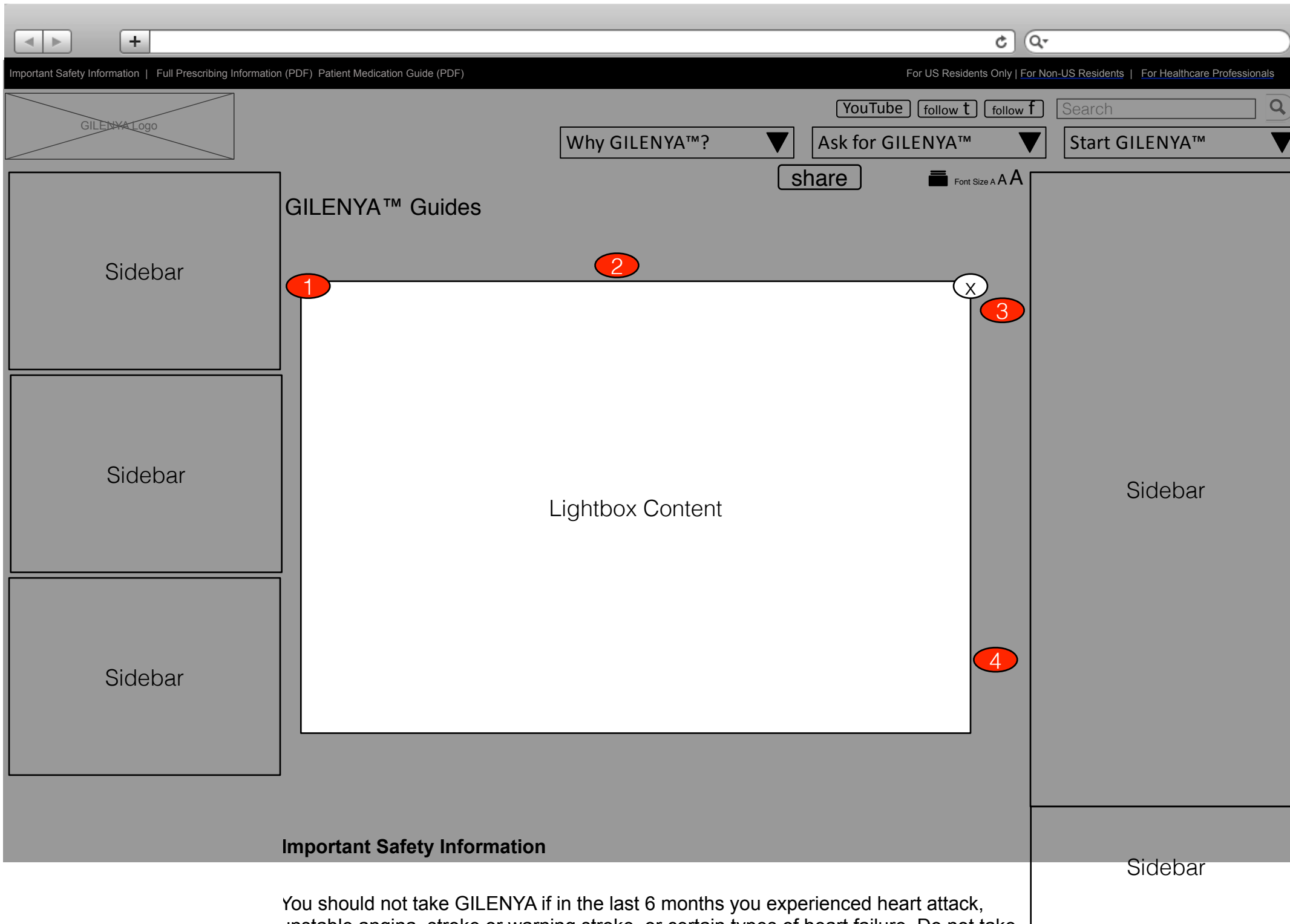
This diagram covers the 2nd level pages that are not unique. This diagram includes a text only page.

Page Notes

- 1 Main Content Block This page has no significant non-text content and is the most basic T2 page. The headline is on a line or lines of its own, the text flows below the headline.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),



Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),

Page Title

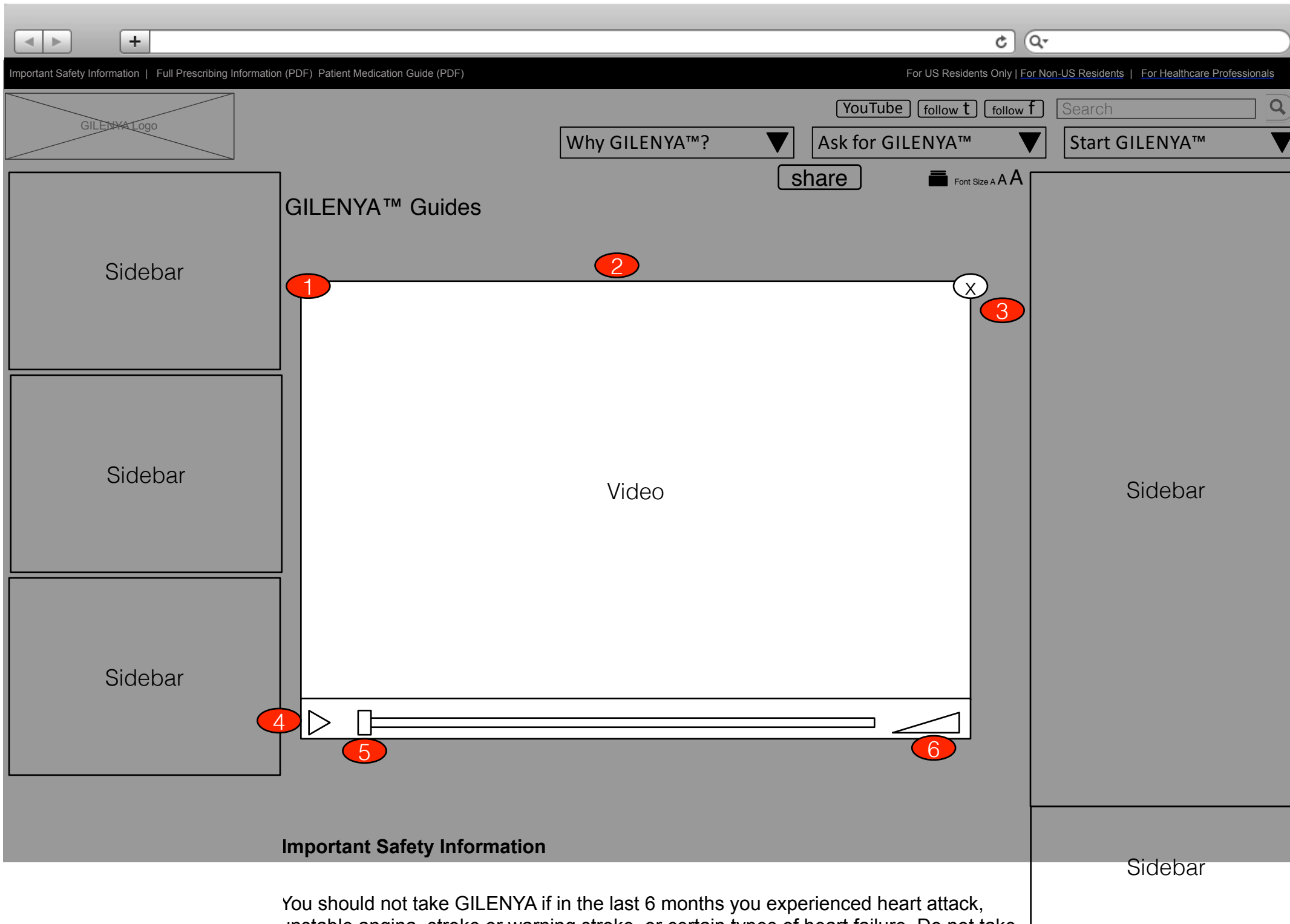
Template 3 (T3) Lightbox

How user arrived here / Rules for page appearance

This diagram covers the lightbox pages that are not unique, specifically any video content, the Click to Call function, and the 'Leaving Gilenya.com' warning. NOTE the ISI can not be covered by the gray background.

Page Notes

1	Lightbox Content	Content such as videos or the Click to Call dialog are displayed in a white box that is displayed over the page the user was previously viewing.
		Measurements of the lightbox are determined by contents.
2	Background	While the lightbox is being displayed the page behind is grayed out and the user can not interact with that page until lightbox is closed.
3	Close X	The lighbox and the content in it is removed by clicking on the x button in the top right of the lightbox or by clicking outside of the lightbox.
		Note that while this box is being used as a 'leaving gilenya.com' warning or the Event RSVP a click of the Close X will be considered the same as Cancel and the user will be returned to their previous Gilenya.com page.
4	Related Links (Video Only)	On completion of a video in a lighbttox, the lightbox will include a "Replay" button as well as 3 related internal links.



You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),

Page Title

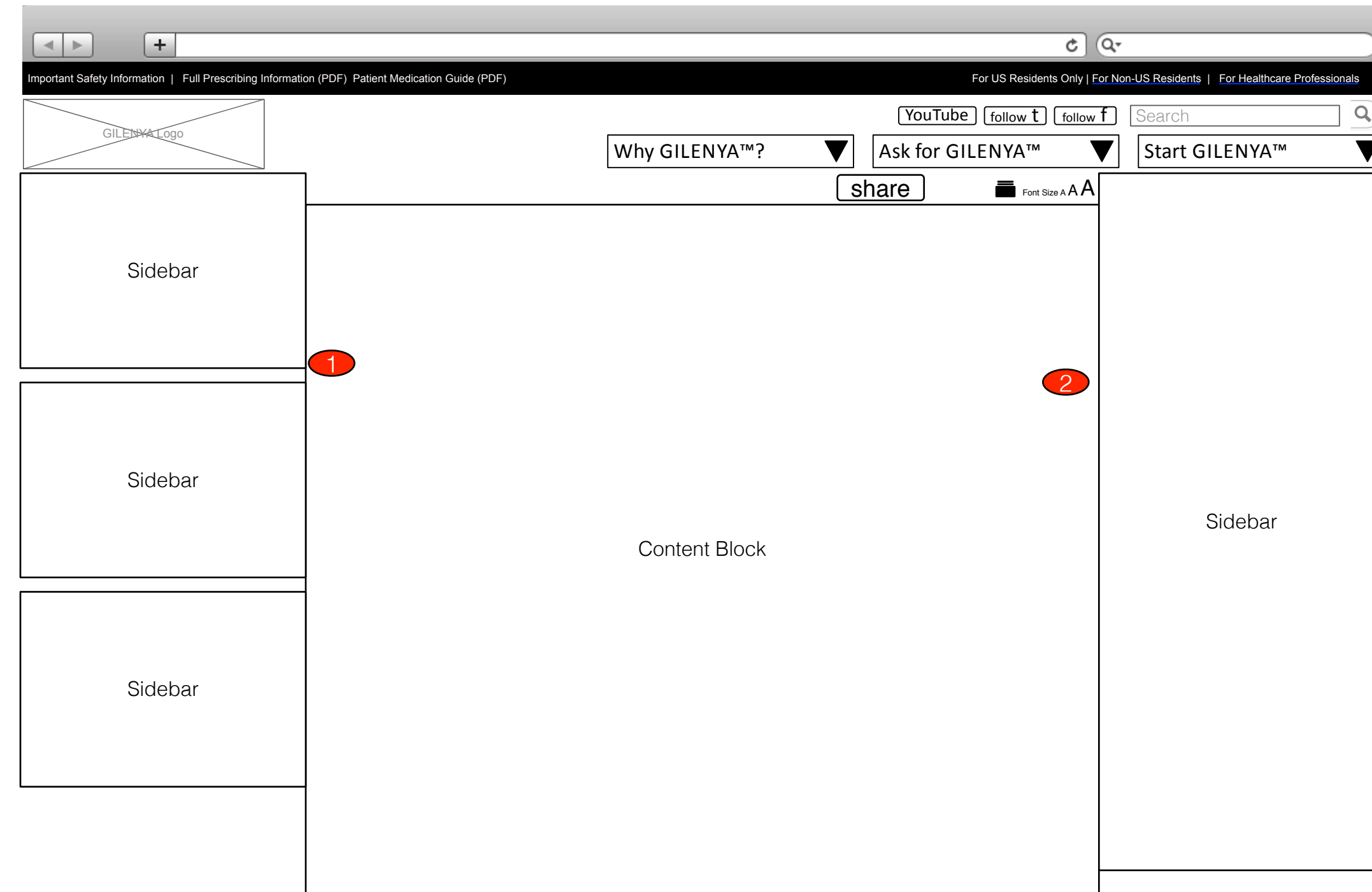
Template 3 (T3) Lightbox, Video

How user arrived here / Rules for page appearance

This diagram covers the lightbox videos.

Page Notes

1	Lightbox Content	Videos are displayed in a lightbox with a grayed out background. Measurements of the lightbox are determined by contents. NOTE: ISI must not be covered by gray background.
2	Background	While the lightbox is being displayed the page behind is grayed out and the user can not interact with that page until lightbox is closed.
3	Close X	The lightbox and the content in it is removed by clicking on the x button in the top right of the lightbox or by clicking outside of the lightbox.
4	Related Links (Video Only)	On completion of a video in a lightbox, the lightbox will include a "Replay" button as well as 3 related internal links.



Page Title

Sidebar Blocks

Description

This diagram covers the available sidebar blocks that will be used in the website. Details of which block is in which page will defined later.

Page Notes

1	Sidebar Block(s)	<p>"Dispersable' content (meaning that it may appear on multiple pages instead of a single page) is displayed in Sidebar boxes to the side of the main content block.</p> <p>Each page will contain from 1 to 5 Sidebars, each one containing different, related content. Possible sidebars include:</p> <ul style="list-style-type: none"> Click to Call Dr. Discussion Video {1,2,3} Hey, MS (Video) Hey, MS (Feed) How GILENYA™ Works Invitation to Self Assessment Link to Dr. Discussion Videos MS Events MS Resources Paying for GILENYA™ Related Links SRF Testimonials (Text/Video) Learn About GILENYA™Go
---	------------------	--

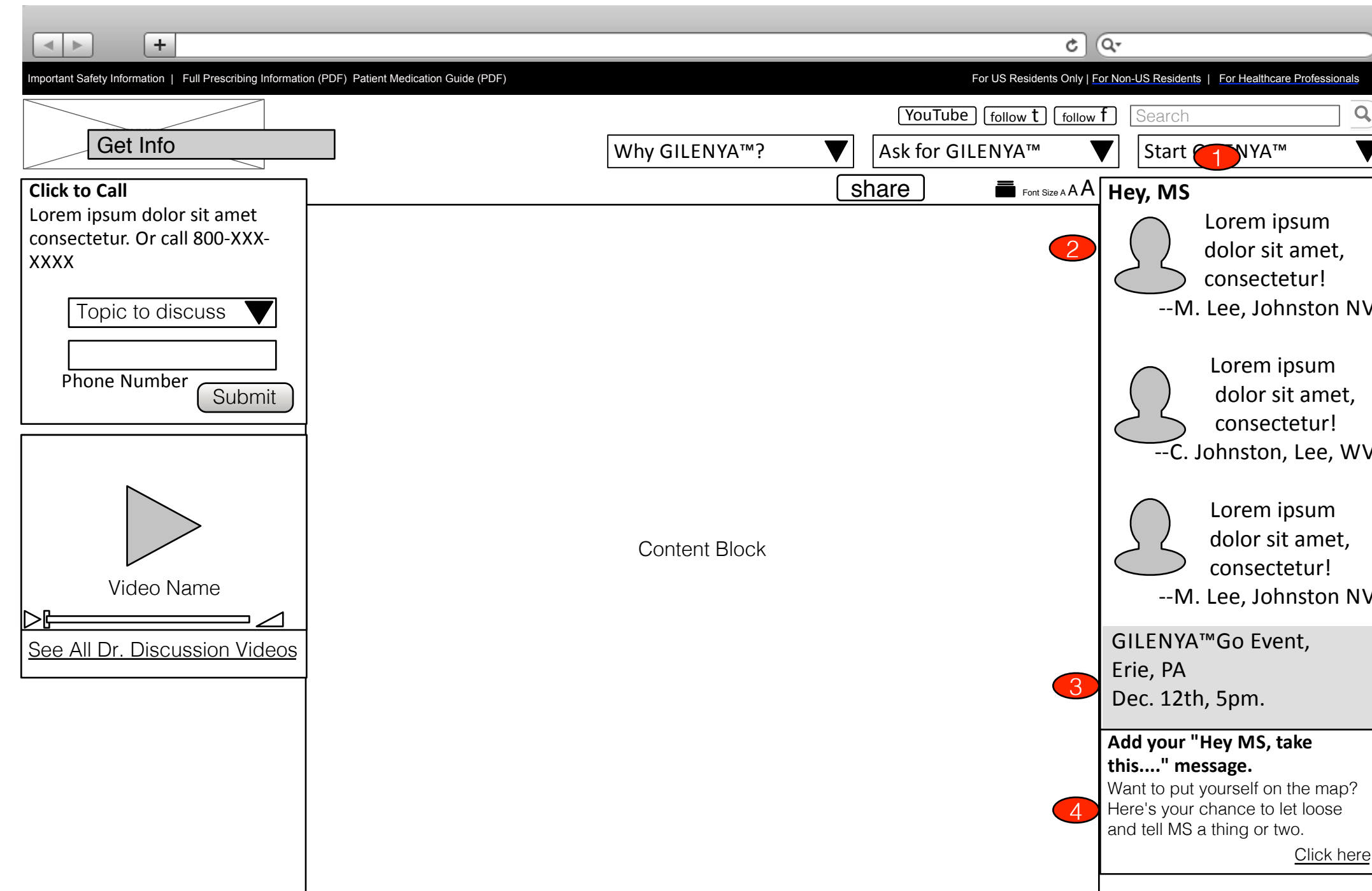
2	Sidebar Block Placement	<p>The Hey, MS Feed Sidebar appears on the upper right along with an opportunity for the user to add their message.</p> <p>All other sidebars appear on the left and their placement is determined by the Sidebar Matrix document.</p>
---	-------------------------	--

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),

Click to Call{1, 2, 3, 4, 5}
 Dr. Discussion Video {1,2,3}
 Link to Dr. Discussion Videos
 Hey, MS (Video)
 How GILENYA™ Works
 Invitation to Self Assessment
 MS Events
 MS Resources
 Paying for GILENYA™
 Related Links
 SRF
 Testimonials (Text/Video)
 Learn About GILENYA™Go

Page	Sidebar 1	Sidebar 2	Sidebar 3	Sidebar 4	Sidebar 5
1.0 Get Info	Hey, MS (Video)	MS Events	How GILENYA™ Works	Click to Call(1)	
1.1 Benefits of GILENYA™	Dr. Discussion Video (1)	Click to Call(1)			
1.2 MS Pill	Testimonial (Video - Missi)	Click to Call(2)			
1.3 How GILENYA™ Works	Invitation to Self Assessment	MS Events	Paying for GILENYA™	Learn About GILENYA™Go	
1.4	Testimonial (Video - Pedro)	MS Resource	Click to Call(3)	MS Events	Related Links
1.5 GILENYA™ Safety	Dr. Discussion Video (2)	Click to Call(2)	Invitation to Self Assessment		
1.7 FAQs	Link to Dr. Discussion Videos	Click to Call(2)	MS Resources		
2.0 Get Ready	Dr. Discussion Video(3)	Click to Call(2)	SRF		
2.1 Talking to Your Doctor	Dr. Discussion Video(3)	Click to Call(2)	SRF		
2.2 Self Assessment	-----				
2.2.1 Self Assessment Results	Dr. Discussion Video(1)	Click to Call(2)	SRF		
2.3 Dr. Discussion Videos	MS Events	SRF	Testimonial(Video - Marla)		
3.0 Get Going	Click to Call(3)	SRF	Testimonial(Text)		
3.1 GILENYA™ Go	Click to Call(3)	SRF	Testimonial(Text)		
3.2 Steps for Get Going	Click to Call(3)	SRF	Testimonial(Text)		
3.3 Paying for GILENYA™	Click to Call(3)	SRF	Testimonial(Text)		
3.4 Your First Day On	Click to Call(3)	FDO Video			
G1.0 Join (Self-Identify)	-----				
G1.1 Join	GILENYA™ Guide	Invitation to Self Assessment		Paying for GILENYA™	
G1.2 Thank You	Invitation to Self Assessment	MS Resources		Paying for GILENYA™	Click to Call
G2.0 ISI (Stand Alone)	Related Links	Events		Paying for GILENYA™	Click to Call
G3.0 Events	-----				
G3.1 GILENYA™ Event Detail	GILENYA™ Guide	MS Resources		Paying for GILENYA™	
G3.1.1 RSVP GILENYA™ Event	GILENYA™ Guide	Related Links		Paying for GILENYA™	
G3.2 MS Event	GILENYA™ Guide	MS Resources		Paying for GILENYA™	
G4.0 MS Resources	Invitation to Self Assessment	Related Links	Events	Paying for GILENYA™	Click to Call
G5.0 Search Results	Invitation to Self Assessment	Related Links	Events	Paying for GILENYA™	Click to Call
G6.0 Hey, MS Campaign Page	Hey, MS (Video)	MS Resources		Paying for GILENYA™	
G7.0 GILENYA™ Guides	Testimonials (Text/Video)	MS Resources		Paying for GILENYA™	Click to Call
G7.1 GILENYA™ Guide Profile	Related Links	MS Resources		Paying for GILENYA™	Click to Call
G8.0 Click to Call (lightbox)	-----				
G9.0 Share this Page (lightbox)	-----				
G10.0 Terms of Use	MS Resources	Related Links		Paying for GILENYA™	
G11.0 Privacy Policy	MS Resources	Related Links		Paying for GILENYA™	
G12 Site Guide	MS Resources	Related Links		Paying for GILENYA™	
G13 Sitemap	-----	-----	-----	-----	-----
G14 Contact Us	-----	-----	-----	-----	-----



Page Title

Sidebar Blocks: Hey, MS Feed

Description

This diagram describes the Hey, MS Feed sidebar in detail.

Page Notes

1 Hey, MS (Feed) The Hey, MS (Feed) sidebar will present a continuously scrolling box of messages. Messages are either editorially written Hey, MS messages or Hey, MS messages sent in by users.

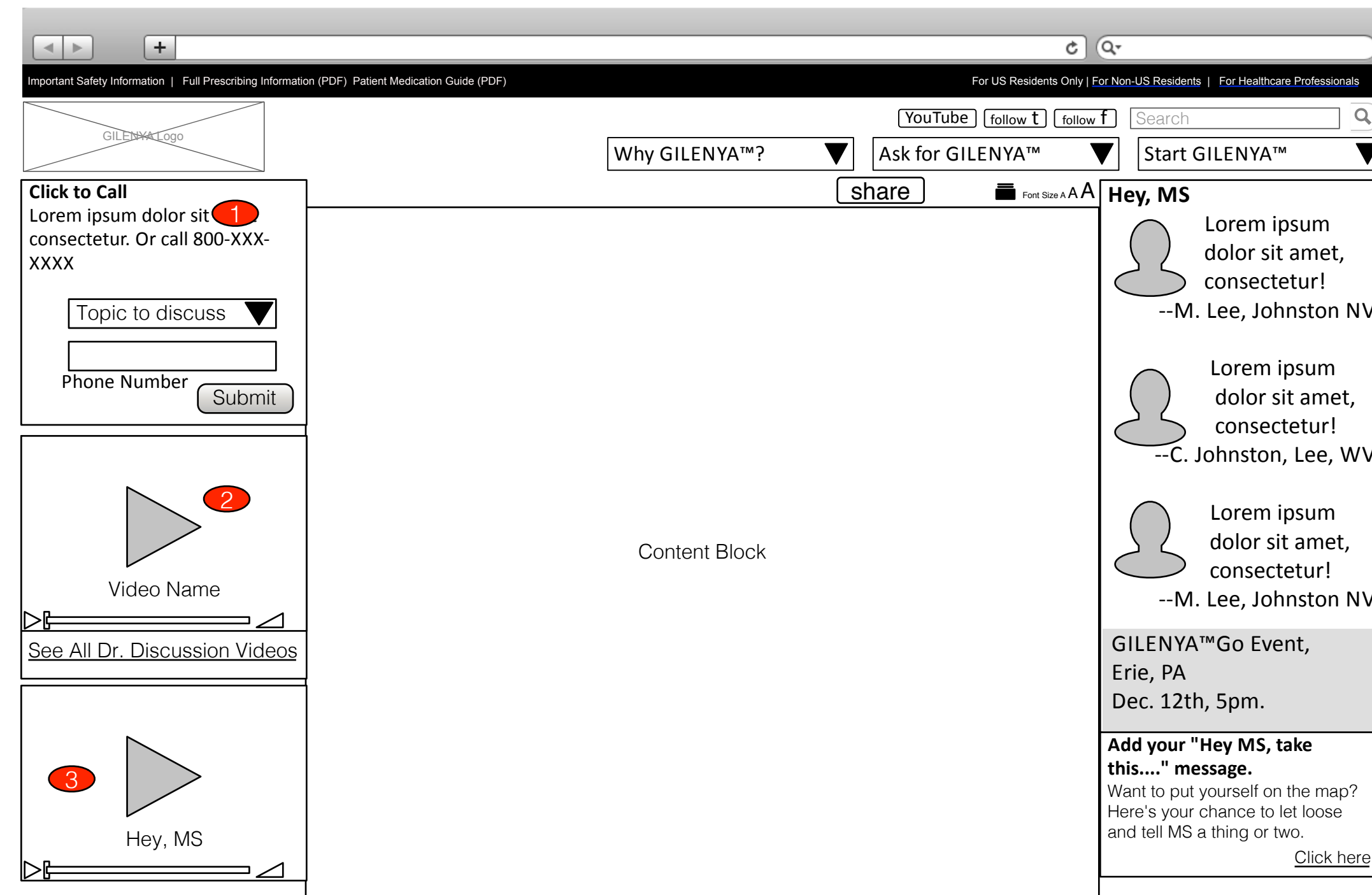
2 New Messages As new messages are added to the feed, they appear at top and old messages are pushed down. The last message drops off the bottom of the window.

3 Promo Messages The site operator will have the opportunity to include promotional messages in the scrolling feed. Those items will be subtly visually differentiated from the user generated messages.

4 Add your "Hey, MS" message On click (entire box) the lightbox of 0.1.1 Add Message is shown above whatever page the user is currently seeing.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),



Page Title		
Sidebar Blocks: Click to Call, Dr. Discussion Video, Hey, MS Video		
Description		
This diagram describes four Sidebar components: Click to Call, Doctor Discussion videos, Hey, MS (Video) and Hey, MS Feed.		
Page Notes		
1	Click to Call	Click to Call invites the user to enter his/her phone number into the field and he/she will be called by a representative. This box has an argument number in the Sidebar Matrix, which corresponds to the default topic set in the drop down menu.
2	Doctor Discussion Video	The Doctor Discussion videos are three existing videos of a Doctor discussion GILENYA (1) Benefits, (2) Safety, and (3) Considering GILENYA™. This video will play in a T3 Lightbox. Each video will be referred to in the Sidebar Matrix as Dr. discussion Video (X) with a number 1-3 to distinguish which video will be shown.
3	Hey, MS (Video)	Hey, MS Videos are existing testimonial videos of guides speaking of GILENYA™. Each is identified by guide name in the sidebar matrix. On click videos play in a T3 Lightbox.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),

Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF) For US Residents Only | For Non-US Residents | For Healthcare Professionals

GILENYA Logo

Why GILENYA™? Ask for GILENYA™ Start GILENYA™

YouTube follow t follow f Search

share Font Size A A A

Hey, MS

1 How GILENYA Works

2 Invitation to Self Assessment

3 Dr. Discussion Videos

4 Events:

Content Block

Important Safety Information

Page Title

Sidebar Blocks: GILENYA™ Video, Invite to Self-Assessment, Dr Discussion Videos, Events

Description

This diagram covers the sidebar blocks How GILENYA™ Works, Invitation to Self Assessment, and Links to Dr. Discussion Videos.

Item Notes

1	How GILENYA™ Works	On click, this video plays in T3 Lightbox.
2	Invitation to Self Assessment	On click, user is taken to 2.2 Self-Assessment
3	Link to Dr. Discussion Videos	Each Dr. Discussion Guide video is linked by name to the video, which plays in a T3 Lightbox.
4	MS Events	This block is for Event information. It includes a ZIP lookup. On submit, search is sent to server and user is sent results in 0.4 ZIP Search

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),

Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF) | For US Residents Only | For Non-US Residents | For Healthcare Professionals

GILENYA Logo

YouTube follow t follow f Search

Why GILENYA™? Ask for GILENYA™ Start GILENYA™

share Font Size A A A

MS Resources

1 Lorem ipsum dolor sit amet

2 Lorem ipsum dolor sit amet

3 Lorem ipsum dolor sit amet

Making GILENYA™ Affordable

2 Lorem ipsum dolor sit amet

3 Lorem ipsum dolor sit amet

Sitemap

Join Gilenya.com

3 Lorem ipsum dolor sit amet

fringilla placerat nulla

[Join Gilenya.com](#)

Content Block

Hey, MS

1 Lorem ipsum dolor sit amet, consectetur! --M. Lee, Johnston NV

2 Lorem ipsum dolor sit amet, consectetur! --C. Johnston, Lee, WV

3 Lorem ipsum dolor sit amet, consectetur! --M. Lee, Johnston NV

GILENYA™ Go Event, Erie, PA Dec. 12th, 5pm.

Add your "Hey MS, take this...." message.

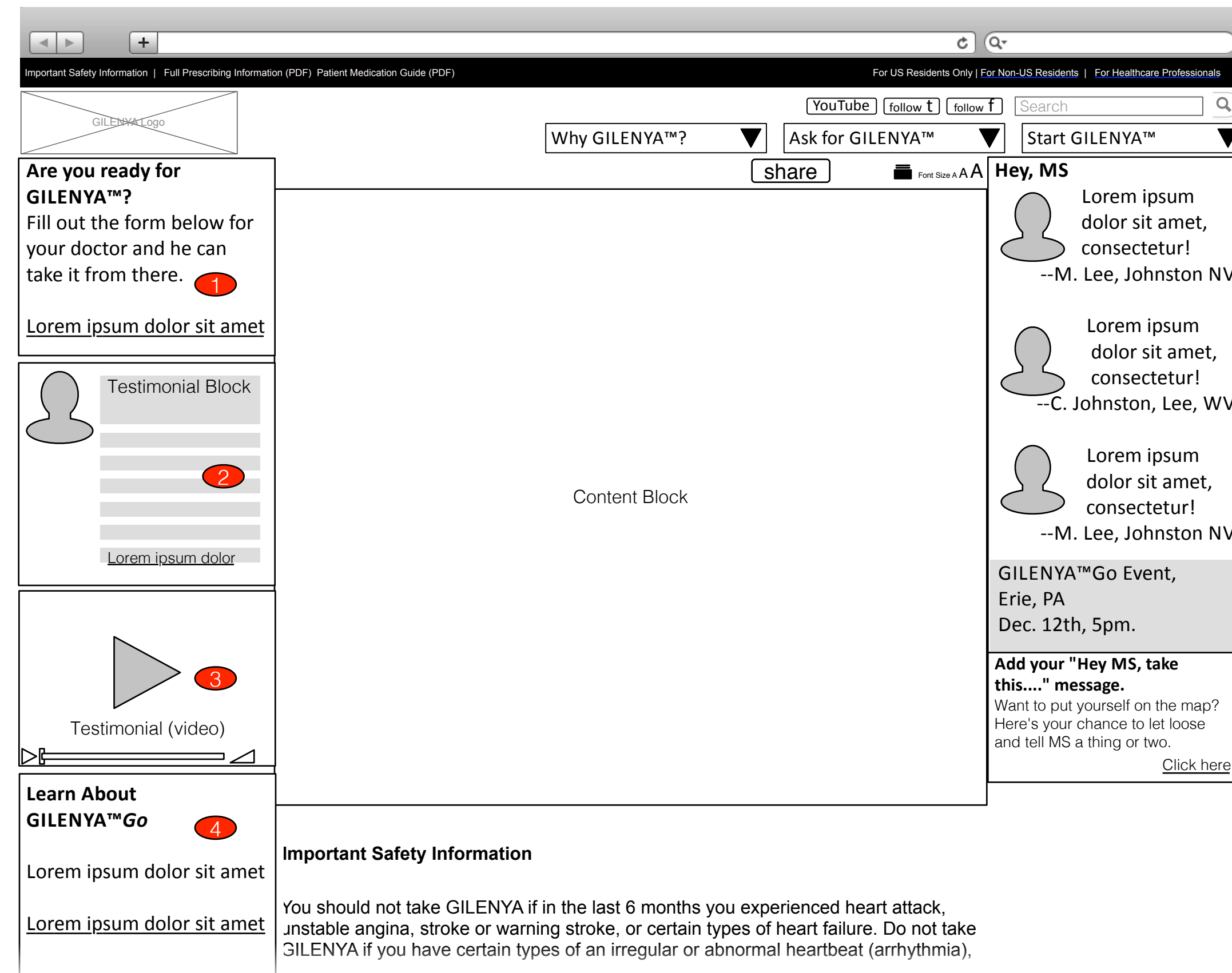
Want to put yourself on the map? Here's your chance to let loose and tell MS a thing or two.

[Click here.](#)

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),

Page Title		
Sidebar Blocks: Resources, Paying for GILENYA, Related Topics, Join		
Description		
This diagram covers the sidebar blocks MS Events, Making GILENYA™ Affordable and Related Topics.		
Item Notes		
1	MS Resources	MS Resources links to MS sites, and other external resources.
2	Paying for GILENYA™	This block is CoPay information. It has quick information about affording GILENYA™ and then links to 3.3 Paying for GILENYA™
3	Related Topics	Related Topics is a section intended for the pages which get heavy search traffic. The intent is to provide links into the site which will convert the user from a 'MS Seeker' to a GILENYA™ Curious user.
4	Join Gilenya.com	This box offers the user the chance to sign up for gilenya.com and receive a product brochure. It includes an incentive to join and a link which opens a join form in a lightbox.



Page Title		
Sidebar Blocks: SRF, Testimial (Text), Testimonial (Video), GILENYA™Go		
Description		
This diagram covers the following sidebars: SRF, Testimonial (Text), Testimonial (Video) and GILENYA™Go.		
Item Notes		
1	SRF	This box includes an invite and a link to the Service Request Form (SRF). The SRF is a PDF.
2	Testimonial (Text)	This block includes an image of the Guide, their quote or text from them, and a link to the Testimonials page. It optionally can include links to related pages.
3	Testimonial (video)	This block includes a preview image of the testimonial video and on click the video will play in T3 Lightbox. Videos will be referenced by Guide name in the Sidebar Matrix.
4	Learn About GILENYA™Go	This block offers an optional description of GILENYA™Go and links to the 3.1 GILENYA™Go page.

2.2 Take a Closer Look (Self Assessment)

The screenshot shows a web browser window with the following elements:

- Header:** Navigation links for 'Important Safety Information', 'Full Prescribing Information (PDF)', and 'Patient Medication Guide (PDF)'. It also includes social media links for YouTube, Twitter, and Facebook, and a search bar.
- Navigation:** Three dropdown menus: 'Why GILENYA™?', 'Ask for GILENYA™', and 'Start GILENYA™'. A 'share' button and a font size selector are also present.
- Video Player:** A video player with a play button, a progress bar, and the text 'Video Name' and 'See All Dr. Discussion Videos'.
- Click to Call:** A section with the heading 'Click to Call' and the text 'Lorem ipsum dolor sit amet consectetur. Or call 800-XXX-XXXX'. It contains a 'Topic to discuss' dropdown, a 'Phone Number' input field, and a 'Submit' button.
- Schedule a reminder:** A form with the heading 'Schedule a reminder lorem ipsum dolor sit amet'. It includes a note 'All fields are required' and three date pickers (Month, Day, Year) labeled '1'. Below these is an 'Email Address' input field labeled '2', a checkbox for 'Permission to email lorem ipsum dolor' labeled '3', and a 'Schedule' button labeled '4'.
- Hey, MS:** A section with the heading 'Hey, MS' and three user profile cards, each with a placeholder image and text 'Lorem ipsum dolor sit amet, consectetur!'. The first card is attributed to '--M. Lee, Johnston NV', the second to '--C. Johnston, Lee, WV', and the third to '--M. Lee, Johnston NV'. Below these is a grey box for 'GILENYA™ Go Event, Erie, PA Dec. 12th, 5pm.' and a section titled 'Add your "Hey MS, take this...." message.' with the text 'Want to put yourself on the map? Here's your chance to let loose and tell MS a thing or two.' and a 'Click here.' link.
- Footer:** A 'Download PDF' button labeled '5' and a 'Print' button labeled '6'.

Page Title

2.2 Take a Closer Look (Self Assessment)

Description

The Self assessment is a series of non-interactive questions. The user has the option to download the page, print it, or to schedule a reminder to return to this page.

Page Notes

- | | | |
|---|------------------|--|
| 1 | Date Chooser | Standard date chooser allows the user to choose the date they want a reminder to be sent to them. The reminder will be plain text and will include the URL of this page. |
| 2 | Email Address | The user must enter his/her email address (at least 6 characters, including the @ symbol and a top level domain at the end). |
| 3 | Permission | User must allow emails by checking the box. |
| 4 | Button: Schedule | On click, the form is validated and if valid data is sent to database to schedule a reminder email. |
| 5 | Download PDF | On click of Download PDF, the PDF version of the Self Assessment form is downloaded to the user's system. |
| 6 | Print | On click of print the PDF of the Self Assessment form is sent to the user's print queue. |

Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF) | For US Residents Only | For Non-US Residents | For Healthcare Professionals

GILENYA Logo

YouTube follow t follow f Search

Why GILENYA™? Get Ready Start GILENYA™

share Font Size A A A

Hey, MS
 Lorem ipsum dolor sit amet, consectetur!
 --M. Lee, Johnston NV
 Lorem ipsum dolor sit amet, consectetur!
 --C. Johnston, Lee, WV
 Lorem ipsum dolor sit amet, consectetur!
 --M. Lee, Johnston NV

GILENYA™ Go Event,
 Erie, PA
 Dec. 12th, 5pm.

Add your "Hey MS, take this...." message.
 Want to put yourself on the map? Here's your chance to let loose and tell MS a thing or two.
[Click here.](#)

Video Name
 See All Dr. Discussion Videos

Click to Call
 Lorem ipsum dolor sit amet consectetur. Or call 800-XXX-XXXX
 Topic to discuss
 Phone Number Submit

Are you ready for GILENYA™?
 Fill out the form below for your doctor and he can take it from there.
 Lorem ipsum dolor sit amet

Schedule a reminder lorem ipsum dolor sit amet
 Thank you lorem ipsum dolor sit amet consectetur
 Reiteration of month, date, year, and the email@address.com that will receive the reminder.

Download PDF Print

Page Title

2.2.1 Self Assessment Results

Description

User has scheduled a return to the Self Assessment page.

Page Notes

1	Thank You	The box which used to hold the reminder form is now a thank you which reiterates the information that they put into the form as a confirmation.
---	-----------	---

1

Important Safety Information | Full Prescribing Information (F [redacted]) For US Residents Only | For Non-US Residents | For Healthcare Professionals

GILENYA Logo

YouTube follow t follow f Search

Why GILENYA™? Ask for GILENYA™ Start GILENYA™

share Font Size A A

Lorem Ipsum Dolor Join

Maecenas eget urna sit amet lacus feugiat sollicitudin. Donec a neque lectus, nec condimentum tellus. Proin a metus quis magna sagittis accumsan. Nulla eget justo nibh, non iaculis ligula.

1

First Name* [input] Last Name* [input]

Address Line 1* [input]

Address Line 2 [input]

City* [input]

State* [Choose a state ▼]

ZIP* [input]

2

Phone Number [input]

*I agree to receive marketing calls from Novartis Pharmaceuticals Corporation at the phone numbers listed above.
 I understand that my cell phone carrier's standard rates may apply for calls or text messages to my cell phone.
 I understand that any information in my text messages cannot be secured against unauthorized access.

Hey, MS

Lorem ipsum dolor sit amet, consectetur!
--M. Lee, Johnston NV

Lorem ipsum dolor sit amet, consectetur!
--C. Johnston, Lee, WV

Lorem ipsum dolor sit amet, consectetur!
--M. Lee, Johnston NV

GILENYA™Go Event, Erie, PA Dec. 12th, 5pm.

Add your "Hey MS, take this...." message.
 Want to put yourself on the map? Here's your chance to let loose and tell MS a thing or two.
[Click here.](#)

Page Title		
G1.0 Join		
Description		
First page of Join flow.		
Page Notes		
1	Join form, second part.	The Join function is modeled on the current Registration function on gilenya.com (2102) but is simplified. The self-identify option at the first page of Registration is removed, leaving a single page for Join.
		This form requires all information except Phone Number. If the user enters a phone number, he/she must check the box below the phone number to allow phone calls.

Browser navigation bar with back, forward, and search buttons.

Phone Number

I agree to receive marketing calls from Novartis Pharmaceuticals Corporation at the phone numbers listed above. I understand that my cell phone carrier's standard rates may apply for calls or text messages to my cell phone. I understand that any information in my text messages cannot be secured against unauthorized access.

Gender

Female Male

Date of Birth

Month ▼ Year ▼

Email Address*

Confirm Email Address*

1

2

Submit

* required field

Page Title

G1.0 Join (Continued)

Description

Continuation of Join flow for Gilenya.com

Page Notes

1	NO Password	Note, this form is just gathering information - it is NOT a registration and the user is not asked for a password.
2	Submit	On submit, the form is validated and valid data sent to database.

Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF) For US Residents Only | For Non-US Residents | For Healthcare Professionals

GILENYA Logo YouTube follow t follow f Search

Why GILENYA™? Ask for GILENYA™ Start GILENYA™

share Font Size A A A

You are now regisered for updates from GILENYA™

Lorem ipsum dolor sit amet consectetur elit im alet.

1 [Go to Home Page](#)

Hey, MS

Lorem ipsum dolor sit amet, consectetur!
 --M. Lee, Johnston NV

Lorem ipsum dolor sit amet, consectetur!
 --C. Johnston, Lee, WV

Lorem ipsum dolor sit amet, consectetur!
 --M. Lee, Johnston NV

GILENYA™ Go Event, Erie, PA Dec. 12th, 5pm.

Add your "Hey MS, take this...." message.
 Want to put yourself on the map? Here's your chance to let loose and tell MS a thing or two.
[Click here.](#)

Sidebar

Sidebar

Sidebar

Page Title

G1.1 Join Thank You

Description

User has submitted a valid Join form and is shown this thank you / invite for further information.

Page Notes

1	Button	On click, user is taken to home page (0.0 Home).
---	--------	--

← → + ↻ Q

[Important Safety Information](#) | [Full Prescribing Information \(PDF\)](#) | [Patient Medication Guide \(PDF\)](#)

[For US Residents Only](#) | [For Non-US Residents](#) | [For Healthcare Professionals](#)

YouTube follow t follow f
 Q

Why GILENYA™? ▼

Ask for GILENYA™ ▼

Start GILENYA™ ▼

share

Font Size A A A

Lorem Ipsum Dolor Events

Maecenas eget urna sit amet lacus feugiat sollicitudin. Donec a neque lectus, nec condimentum tellus. Proin a metus quis magna sagittis accumsan. Nulla eget justo nibh, non iaculis ligula.

1

Filter Events

City

State Choose a state ▼

OR

ZIP

Max Distance 100 Miles ▼

2

Submit

3

Close

4

map

Sidebar

Sidebar

Sidebar

Sidebar

Sidebar

Sidebar

Page Title		
G3.0 Events		
Description		
Unique page - This page allows searching for events by offering the user the option to filter events by city/state or by ZIP, and distance.		
Page Notes		
1	"Drawer"	The search is in a collapsible box "Drawer" which is opened or closed by clicking on the Close bar at bottom. By default the drawer is opened.
2	Filtering	The filtering mechanism allows the user to filter by City/State or by ZIP. On click of Submit the events database should be searched by whatever criteria the user has entered.
3	Submit	On submit, the form is validated and if valid the criteria are matched against the currently listed events.
4	Close/Open	When the Drawer is open, the bar at bottom should be labeled "Close.." When he drawer is closed (i.e filters are not shown and only the tiny "Open" bar is visible, the bar is labeled "Open" and on click, opens the drawer downward.

Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF) For US Residents Only | For Non-US Residents | For Healthcare Professionals

GILENYA Logo YouTube follow t follow f Search

Why GILENYA™? Ask for GILENYA™ Start GILENYA™

share Font Size A A A

Lorem Ipsum Dolor Events

Maecenas eget urna sit amet lacus feugiat sollicitudin. Donec a neque lectus, nec condimentum tellus. Proin a metus quis magna sagittis accumsan. Nulla eget justo nibh, non iaculis ligula.

1

Filter Events

City

State
 Choose a state ▼

OR

ZIP

Max Distance
 100 Miles ▼

Submit

Close

map

Event Title
Location
01/01/13 5:00PM
Maecenas eget urna sit amet lacus feugiat sollicitudin. Donec a neque lectus, nec condimentum tellus. Proin a metus quis magna.

Event Title 3
Location
01/01/13 5:00PM
Maecenas eget urna sit amet lacus feugiat sollicitudin. Donec a neque lectus, neque lectus, nec condimentum tellus. Proin a metus quis magna.

Event Title

2

Guide 4

Guide

Page Title

G3.1 Events Search Results

Description

Unique page - This page is for events and will include an initial view of all events but offer the user the option to filter events by city/state or by ZIP.

Page Notes

1 Tabs GILENYA™ and NMSS events are listed separately under a tab system. The filter tools above the tabs operate on both sets of events simultaneously and the tab switches between views only.

2 Filtering The filtering mechanism allows the user to filter by City/State or by ZIP. On click of Submit the events database should be searched by whatever criteria the user has entered.

3 Event Listing Each event will be listed by title, location, date(s) and time (if applicable). Paragraphs of the description may include links to external sites which will trigger a 'leaving Gilenya.com' warning.

4 Guide A generic icon representing guides is included with each GILENYA™ Go Event.

The wireframe shows a web page layout for 'G3.2 and G3.3 Event Detail'. At the top, there is a header with navigation links: 'Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF)' and 'For US Residents Only | For Non-US Residents | For Healthcare Professionals'. Below the header is a navigation bar with 'Why GILENYA™?', 'Ask for GILENYA™', and 'Start GILENYA™' buttons, along with social media links for YouTube, Twitter, and Facebook, and a search bar. The main content area is divided into three vertical sections: a left sidebar, a central event listing, and a right sidebar. The event listing includes a map (labeled '1'), an 'RSVP' button (labeled '3'), and an event title and location (labeled '2'). Below the event listing is a description and a 'share' button (labeled '5') with links for Facebook, Twitter, and email. The right sidebar contains a 'Share' section (labeled '5') with a description: 'User can tell his/her friends about this event via Facebook Twitter or email.' The bottom of the page features a footer sidebar.

Page Title	
G3.2 and G3.3 Event Detail	
Description	
Unique page - This page is for events and will include an initial view of all events but offer the user the option to filter events by city/state or by ZIP.	
Page Notes	
1	Map A small map showing where the event takes place is shown. On click of map user is taken to Google (or eventual map server) with the event address as a search term or argument.
2	Basic Event Information All currently known information about the event is shown at the top of the individual listing. This information includes event title, location and time
3	RSVP For GILENYA™ Events, the user is able to RSVP for the event. G3.3 NMSS Events do not include the RSVP button, but are otherwise identical to GILENYA™ Events.
4	Guide Link Each event might include a link to a guide profile.
5	Share User can tell his/her friends about this event via Facebook Twitter or email.

Page Title

G3.2.1 RSVP To GILENYA™ Event

How user arrived here / Rules for page appearance

User has clicked on RSVP for GILENYA™ Event. The Event detail expands to show an RSVP Form.

Page Notes

1	GILENYA™ Event Detail	Event box is expanded and includes a form for RSVP.
2	Form	Form includes first name, last name, phone and email address. It also includes a checkbox for allowing Novartis to send email to entered email address.
3	RSVP	On submit, form is validated. On validation fail, RSVP form is returned to user and invalid fields are marked with red.
4	Close x	On click of close x the RSVP form is removed and Event detail box is reverted back to Event preview box.

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain

Event Title
Location
01/01/13 5:00PM

Maecenas eget urna sit amet lacus feugiat sollicitudin. Donec a neque lectus, nec condimentum tellus. Proin a metus quis magna sagittis accumsan. Nulla eget justo nibh, non iaculis ligula. Phasellus vel erat eu odio consequat viverra at at justo. Donec vel sapien

Thank You for Registering

If you cannot make this event, or need to update your information, please call 1-800-973-0362.

1 2 3 4

Share t Share f Print X

Indication

GILENYA is a prescription medicine used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain

Page Title

G3.2.2 Thank You RSVP

How user arrived here / Rules for page appearance

User has RSVPed and is shown a thank you. They are given the option to print or share the event details.

Page Notes

1	GILENYA™ Event Thank You.	RSVP form is submitted and the thank you message is shown.
2	Share	User has the opportunity to share this event. On click, these buttons would call the appropriate share screen from the social site.
3	Print	On click the event detail is printed.
4	Close X	On click of close x the lightbox is removed and user is returned to the page/view seen just prior to RSVP.

Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF) For US Residents Only | For Non-US Residents | For Healthcare Professionals

GILENYA Logo YouTube follow t follow f Search

Why GILENYA™? Ask for GILENYA™ Start GILENYA™

share Font Size A A A

Search Term(s) 1 Search

Search Results:

Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id lorem enim. Nulla scelerisque urna non nulla egestas blandit. Aenean at eros arcu, at pulvinar nulla. 2

Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id lorem enim. Nulla scelerisque urna non nulla egestas blandit. Aenean at eros arcu, at pulvinar nulla.

Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id lorem enim. Nulla scelerisque urna non nulla egestas blandit. Aenean at eros arcu, at pulvinar nulla.

Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id lorem enim. Nulla scelerisque urna non nulla egestas blandit. Aenean at eros arcu, at pulvinar nulla.

<Previous 1 2 3 4 Next>

3

Sidebar

Sidebar

Sidebar

Sidebar

Sidebar

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),

Page Title

G5.0 Search Results

How user arrived here / Rules for page appearance

Unique page - when the user performs a search they are shown results in this page which includes navigation tools to traverse the search results.

Page Notes

1 Search Reiteration The user will have already entered a search when seeing this page. Whatever term(s) they entered are repeated in a search box at the top of this page.

2 Search Results Each result will be listed by page title and that title will be a link to that page. A short piece of text which matched the user query will be displayed below the page title.

3 Search Navigation If the search matched more than a single page of results, a navigation is displayed below the last result for this page. That navigation will allow the user to go to the previous page, next page or to jump to a page of results (results ordered by relevance to search).



Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF) For US Residents Only | For Non-US Residents | For Healthcare Professionals

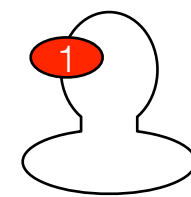


[YouTube](#) [follow t](#) [follow f](#)

Why GILENYA™? ▼ Ask for GILENYA™ ▼ Start GILENYA™ ▼

[share](#) Font Size A A A

Sidebar



Guides
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris semper felis nec magna dictum sit amet rhoncus tellus gravida.

First Name, Last Initial 2

City, ST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris semper felis nec magna dictum sit amet rhoncus tellus gravida.
[See full profile](#) 3

Sidebar



First Name, Last Initial

City, ST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris semper felis nec magna dictum sit amet rhoncus tellus gravida.
[See full profile](#)

Sidebar



First Name, Last Initial

City, ST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris semper felis nec magna dictum sit amet rhoncus tellus gravida.
[See full profile](#)

Sidebar

Sidebar

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack

Page Title

G7.0 Guide Profiles

Description

This diagram shows G7.0 Guide Profiles.

Page Notes

1	Guide List	There is a short description of the function of the guides, how they are chosen, etc.
2	Guide Item	Each Guide is listed with a photo, name, city/state and then a short introduction of the longer story of their lives. The guide name is linked to the guide's profile as is the link "See full profile."

Important Safety Information | Full Prescribing Information (PDF) | Patient Medication Guide (PDF) For US Residents Only | For Non-US Residents | For Healthcare Professionals

GILENYA Logo

[YouTube](#) [follow t](#) [follow f](#)

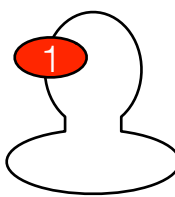
[Why GILENYA™?](#) [Ask for GILENYA™](#) [Start GILENYA™](#)

[share](#) Font Size A A A

Sidebar

Sidebar

Sidebar



Guide First Name, Last Initial 2

City, ST

"Guide Quote lorem ipsum dolor sit amet consectetur adipiscing at elit amet."

3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque diam enim, posuere vel rutrum quis, cursus ut magna. Donec lacinia ante a turpis varius sit amet pretium magna molestie. Ut at nulla at enim fermentum vulputate in id enim. Morbi nec convallis magna. Aliquam erat volutpat.

[Internal link to page](#) 4

[External link to guide blog](#) 5

[Back to Guide Profiles](#) 6

Sidebar

Page Title

G7.x Guide Profile

Description

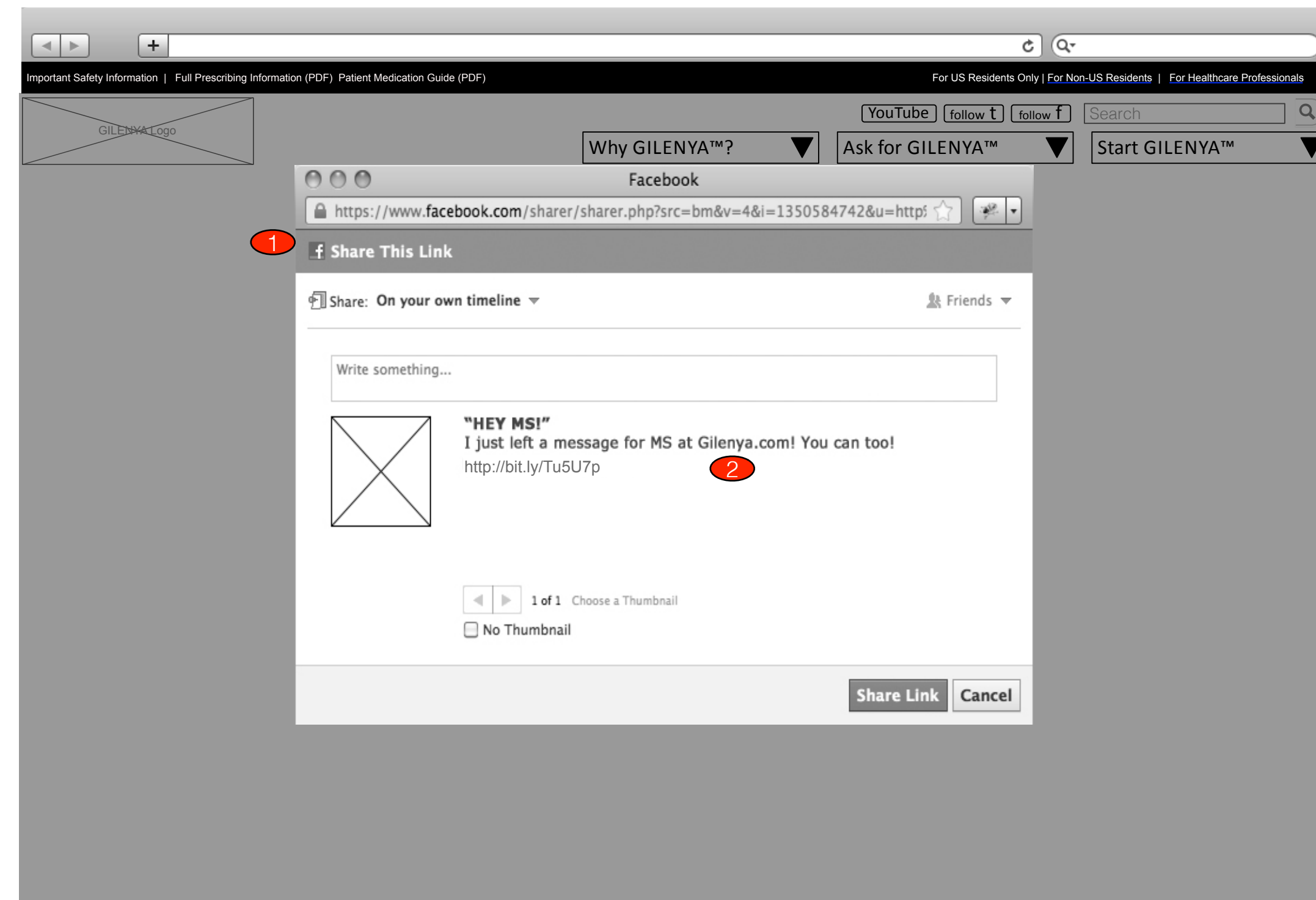
This diagram shows G7.0 Guide Profiles.

Page Notes

1	Guide Photo	Guide photo is displayed as either a portrait or a full shot. Text wraps around the image.
2	Guide Name	Guide name/location/quote are displayed prominently.
3	Guide Copy	Guide copy (story, quotes, etc.)
4	Internal Link to page	Each guide page should include a link to at least one Gilenya.com internal page.
5	Guide Blog	A link going out of Gilenya.com to the guide's blog will trigger the G16.0 Exiting Gilenya.com lightbox. (This is planned for phase 2).
6	Back to Guide Profiles	A link back to G7.0 should be included at the bottom of every guide profile page.

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack



Page Title

G9.0 Share on Facebook

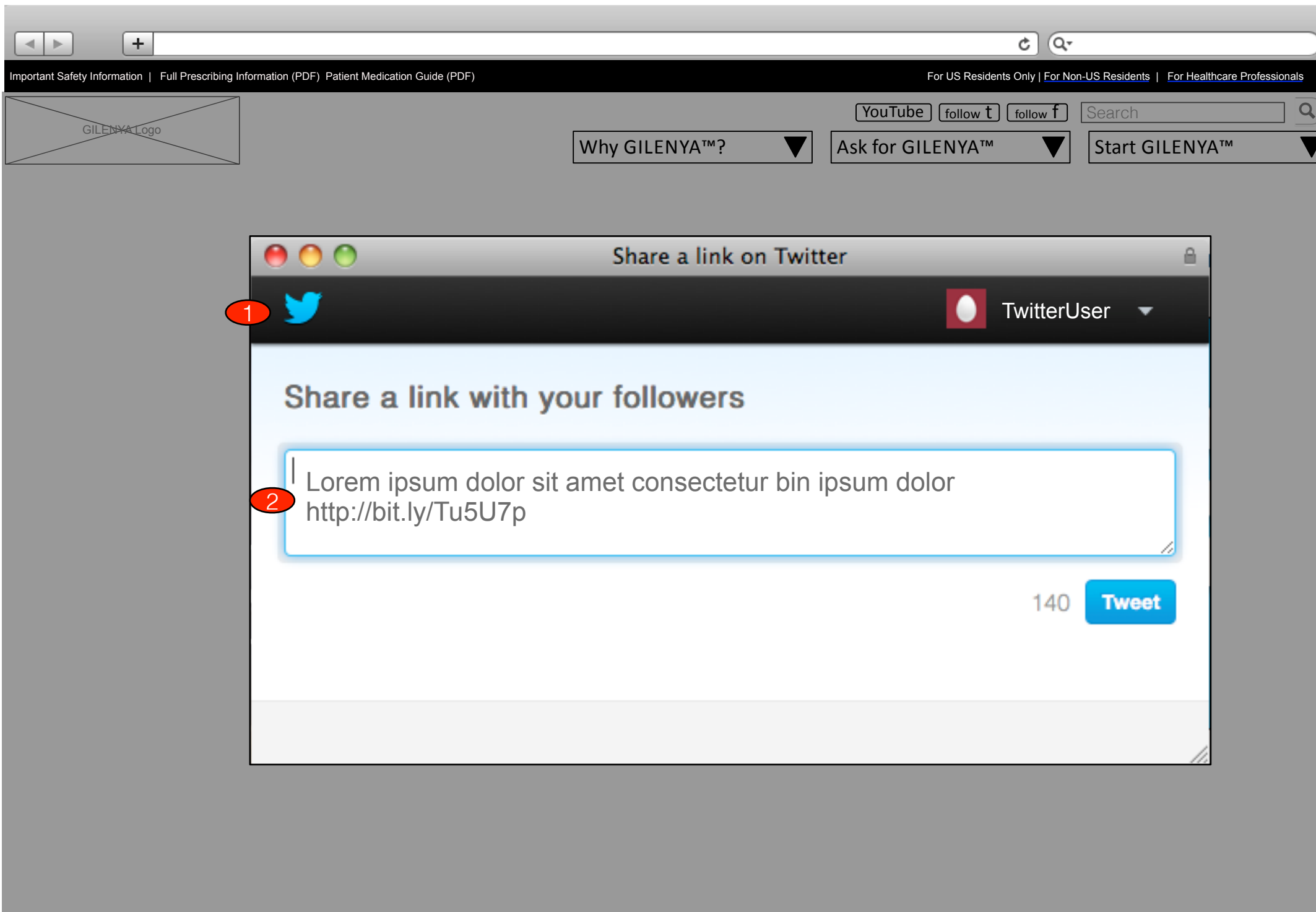
How user arrived here / Rules for page appearance

User has clicked on the Facebook icon in the thank you screen or the map screen.

Page Notes

1	Share dialog box	This dialog is the standard dialog to share an item on Facebook with one exception, it has no space for the user to add his/her message.
---	------------------	--

2	Bit.ly URL	A bit.ly URL will be used to avoid branding/advocacy conflicts.
---	------------	---



Page Title

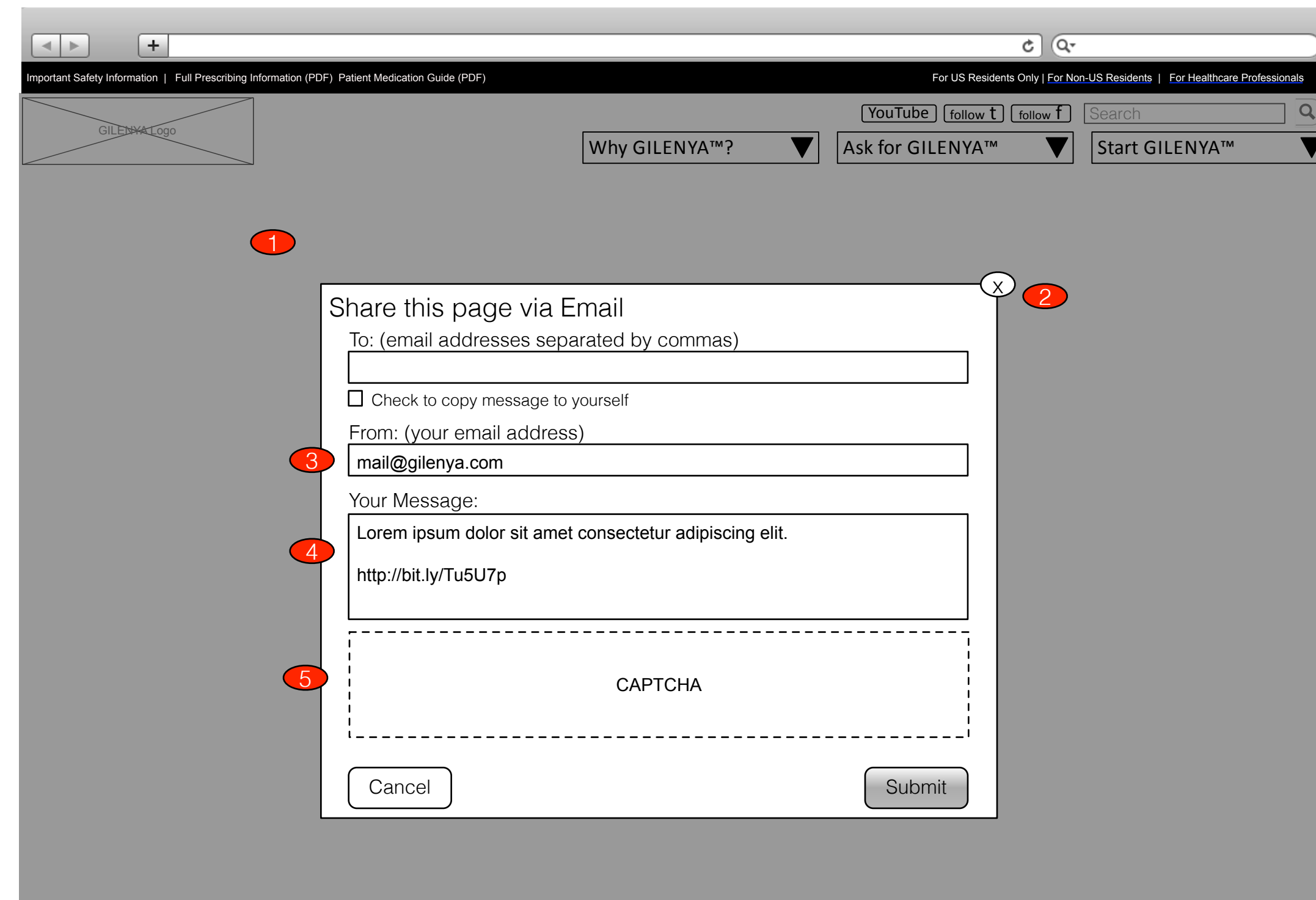
G9.1 Share on Twitter

How user arrived here / Rules for page appearance

User has clicked on the share via Twitter icon.

Page Notes

- 1 Share dialog box This dialog is the standard dialog to share an item on Twitter.
- 2 Bit.ly URL A bit.ly URL will be used to avoid branding/advocacy conflicts.



Page Title

G9.2 Share via Email

How user arrived here / Rules for page appearance

User has clicked on the Facebook icon in the thank you screen or the map screen.

Page Notes

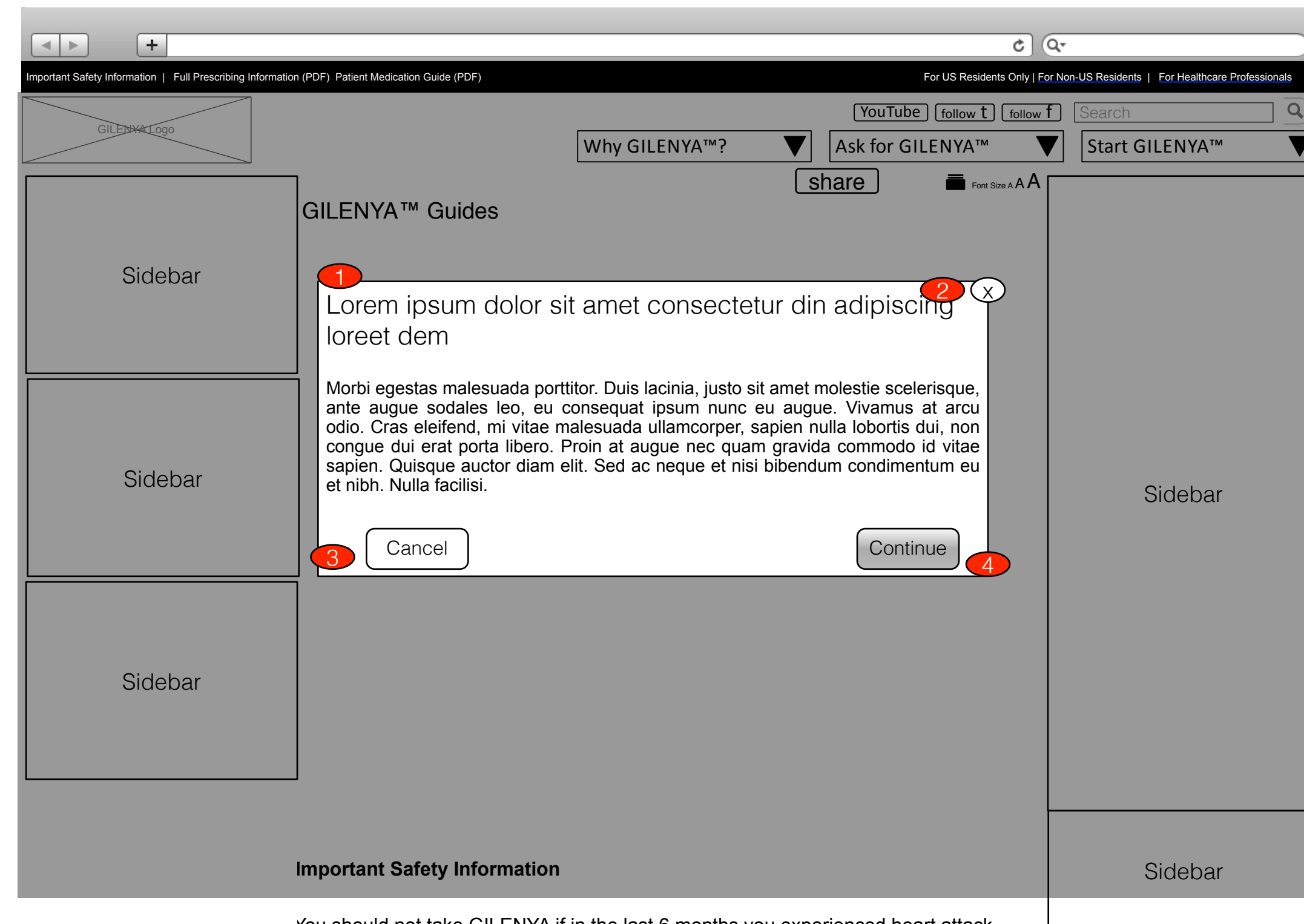
1 Share dialog box This dialog is the standard dialog to share an item on Facebook with one exception, it has no space for the user to add his/her message.

2 Close X The lighbox and the content in it is removed by clicking on the x button in the top right of the lightbox or by clicking outside of the lightbox.

3 Return Address A contact email for GILENYA™ will be placed in the 'from' field, but it will be editable.

4 Message and link The message is filled in and includes a bit.ly link. Editability of this message is TBD pending legal review.

5 CAPTCHA If security from misuse is deemed necessary, a CAPTCHA or other system will be placed between the form and the Submit button.



Page Title

G16 Exiting Gilenya.com

How user arrived here / Rules for page appearance

This diagram covers the exit notice that is shown to users prior to them leaving gilenya.com

Page Notes

1	Exit notice	The exit notice is called whenever the user is exiting Gilenya.com. It appears as a lightbox over the page from which the user navigated.
2	Cose X	The lighbox and the content in it is removed by clicking on the x button in the top right of the lightbox or by clicking outside of the lightbox.
3	Cancel	Note that a click of the Close X will be considered the same as Cancel and the user will be returned to their previous Gilenya.com page.
4	Continue	On continue, the user is taken to their targeted website outside of Gilenya.com

You should not take GILENYA if in the last 6 months you experienced heart attack, unstage angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmia),