0.0 — Home

1.0 — About (overview)
2.0 — Testimonials (overview)
3.0 — Coverage & Savings (overview)
4.0 — Getting Started
5.0 — FAQs
6.0 — Drive the Switch (overview)

Utility Navigation

U1 — Prescribing Information
U2 — miflexpen.com
U3 — Novo Nordisk Coporate Site

1.1 — Insulins

1.1.x — [Demos]

1.1.1.1 — Printable Transcript

1.1.x — Off-site link to brand sites

1.2 — NovoTwist Needles

1.3 — Care & Storage

2.1 — Testimonials

3.1 — Coverage Lookup

3.2 — Savings Offer

4.0.1 — Doctor Discussion Guide

Gray items are for Phase II

6.1 — Charlie Kimball

6.2 — Pledge Now

6.3 — Pledge in Person

6.4 — Pledge in Person Photos

6.4.x — [Photos]

Footer

F1 — Disclaimer
F2 — Privacy
F3 — Contact Us
F4 — Site Map

M1 — Coverage
M2 — Testimonials
M3 — Cornerstones 4 Care
M4 — Demos

M5 — Information Kit
M6 — Doctor Discussion Guide
M7 — Drive the Switch
M8 — Pledge Count
M9 — Pledge in Person

Gray items are for Phase II

LEGEND

page | overlay | Asset (pdf, video, etc) | Module | off-site link

(1) **(2)** **(3)**

FlexPen®
Insulin delivery that goes with you

Save $125	Register to get savings card $50 off first prescription $25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

	Search

(4)

About	Testimonials	Coverage & Savings	Getting Started	FAQs	Drive the Switch

(5)

FlexPen Pre-filled Insulin Delivery Device

- Discreet
- Fits active routines
- Easy care & storage
- Available in 3 insulins

FlexPen®—a discreet, prefilled, dial-a-dose insulin pen.

Replay

Learn about Levemir FlexPen   Learn about Novolog FlexPen   Learn about Novolog Mix FlexPen

(6)

New to insulin messaging	90% of Health Care Plans and Medicare cover FlexPen	Vial & syringe messaging
Lorem ipsum dolor sit amet, consectetuer. Suspendisse tristique. Cras et sem at odio porttitor mattis. Duis sagittis auctor eros. Learn more	See if you're covered	Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque. Learn more

---

1) Logo & Tagline
The logo and tagline for FlexPen (not for Novo Nordisk). This is the brand identity for FlexPen. It is imperative that the site is recognized as the FlexPen site and not confuse visitors that it is the site for something called Novo Nordisk. (Clicking on logo from any page) leads to home page.)

2) Savings Offer
Savings offer is persistent in the header so it is viewable from every page. Sample copy is shown here but recommend keeping copy brief and highlighting the benefits of the offer. Links to the Savings page.

3) Utility Navigation
a) Links to Prescribing Information. On rollover, a cascading menu is revealed for the visitor to choose the insulin brand for which they desire the prescribing information.
b) miflexpen links to http://miflexpen.com/ on click and opens in a new window/tab.
c) the Novo Nordisk logo can be placed here
d) A robust search mechanism should be put in place

4) Primary Navigation
On rollover and click the style changes to indicate the chosen item. On click the style remains until another choice is made.

5) Interactive Hero Shot of Pen
A larger version of the animated, interactive image of the FlexPen. Image should be insulin agnostic both in the label and the coloring. Text on the interactive features spots should be larger and darker than on the current site.

Copy is just placeholder copy but is shown to illustrate the type of information that should be present: an effective heading that encapsulates the product, a list of the primary benefits, and links to learn more about each of the pen versions.
- Learn more about Levemir FlexPen links to the Insulins page with the Levemir content "open".
- Learn more about Novolog FlexPen links to the Insulins page with the Novolog content "open".
- Learn more about Novolog Mix FlexPen links to the Insulins page with the Novolog Mix content "open".

6) Segmentation Messaging Modules
Areas for each segmentation message and other CTAs. They can be swapped in and out as needed.

At launch the following modules that are anticipated to occupy the home page are:

- New to insulin messaging. Learn more links to About overview page
- Vial and syringe messaging. Learn more links to About overview page
- 90% of Health Care...See If You're Covered links to the Coverage Lookup page.

For Pages:

0.0 Home

FlexPen®

Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

Search

Text Size ⊕ ⊖

| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

1

Indications and usage for Levemir® (insulin detemir [rDNA origin] injection)

Levemir® is a man-made long-acting insulin that is used to control high blood sugar in adults and children with diabetes mellitus.

Important safety information

Do not take Levemir® if your blood sugar is too low (hypoglycemia) or if you are allergic to anything in Levemir®. If you take too much Levemir® your blood sugar may fall too low.

Check your blood sugar levels. Ask your health care provider what your blood sugars should be and when you should check your blood sugar levels. Alcohol, including beer and wine, may affect your blood sugar when you take Levemir®.

Do not change the type of insulin you use unless told to do so by your health care provider. The amount of insulin you take as well as the best time for you to take your insulin may need to change if you take a different type of insulin.

Never mix Levemir® with other insulin products or use in an insulin pump.

Needles and Levemir® FlexPen® must not be shared.

Tell your health care provider about all medicines you take and all of your medical conditions, including if you are pregnant or breastfeeding. Your Levemir® dose may change if you take other medicines.

The most common side effect of Levemir®, is low blood sugar (hypoglycemia). Other possible side effects include reactions at the injection site (like redness, swelling, and itching) and allergic reactions. Get medical help right away if you experience signs of serious allergic reaction such as body rash, trouble with your breathing, fast heartbeat, or sweating. Ask your doctor or pharmacist for further information.

For more information, please see Levemir® complete **Prescribing Information**.

Get Adobe® Reader®   If you do not have Adobe® Reader® you can **get it here**.

---

1) **Indications, ISIs & Other Required Information**
The indications and Important Safety Information will appear just below the content on every page.

Items shown herein are only a portion of the content. Developed pages will need to include the Indications and ISI for all 3 brands (font sizes must remain as currently presented on the site) followed by the other required information.

Note regarding feedback. Since a tabbed approach to Indictions and ISIs was feared to bump with regulatory, we looked at displaying these in 3 columns. However, each of these is a different length which brakes the page flow, creates weird white space segments, and therefore, does not always show the remaining required information and the footer directly below the shorter length ISIs.

Thus, we recommend keeping the 3 Indications and ISIs as they are currently represented on the site (one after the other) followed by the remaining required information.

For Pages:

All pages

FlexPen®
Insulin delivery that goes with you

Save $125	Register to get savings card
	$50 off first prescription
	$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

[Search field] Search

About	Testimonials	Coverage & Savings	Getting Started	FAQs	Drive the Switch

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit **www.fda.gov/medwatch** or call 1-800-FDA-1088.

PPA Partnership for Prescription Assistance

If you need assistance with prescription drug costs, help may be available.
Visit **pparx.org** or call 1-888-4PPA-NOW.

1

About	Testimonials	Coverage & Savings	Getting Started	FAQs	Drive the Switch
Insulins	Dr. Glen Rosen	Coverage Lookup	Doctor Discussion Guide		Charlie Kimball
Demo: Levemir FlexPen	Don't Miss Life's Moments				
Demo: Novolog FlexPen	Discreet Delivery 1				
Demo: Novolog Mix FlexPen	When Your Need It	Savings Offer			Pledge Now
	Discreet Delivery 2				
	One Less Thing				
NovoTwist Needles	Charlie Kimball, Racer				Pledge in Person
Care & Storage					Pledge in Person Photos

2

Disclaimer   Privacy   Contact Us   Site Map

Levemir® insulin detemir (rDNA origin) injection

NovoLog® insulin aspart (rDNA origin) injection

NovoLog® Mix 70/30 70% insulin aspart protamine suspension and 30% insulin aspart injection, (rDNA origin)

FlexPen®, Levemir®, NovoLog®, and NovoTwist® are registered trademarks of Novo Nordisk A/S. © 2011 Novo Nordisk 0711-00003796-1 August 2011

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1) Footer
The footer will be persistent after the ISI and other required information

Contains:

a) All page links and links to specific content portions such as the individual insulin panels and specific testimonials.

b) Disclaimer links to: http://www.novonordisk-us.com/documents/article_page/document/disclaimer.asp#legal and opens in a new window/tab.

c) Privacy links to: http://www.novonordisk-us.com/documents/article_page/document/disclaimer.asp#Privacy and opens in a new window/tab.

d) Contact Us links to: http://www.novonordisk-us.com/documents/form_editor/document/ContactUs.asp and opens in a new window/tab.

e) Site Map links to a page with the site map and opens in the same window/tab.

e) The 3 insulin brand logos and copyright information.

For Pages:
All pages

FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

Search

(1) About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch

(2) Overview | Insulins | Care & Storage | NovoTwist Needles

(3) ▼ Share | 🖶 Print | Text Size ⊕ ⊖

(4) Care & Storage

(5) Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse ut purus. Suspendisse tristique. Cras et sem at odio porttitor mattis. Donec dignissim ornare tortor. Donec lectus turpis, tempor id, cursus vitae, eleifend in, risus. Aenean turpis. Mauris ultricies quam malesuada ligula.

Vivamus neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non, porta sit amet, iaculis nec, est. Proin scelerisque lectus quis lectus. Integer felis. Duis sagittis auctor eros. Vivamus port **(7)** id pede. Nulla scelerisque lorem ut quam.

Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis.

(6) image

Duis dapibus neque sed lorem. Duis varius mauris vel augue. Aliquam a massa. Fusce dapibus mi. In hac habitasse platea dictumst. Duis lacus est, consequat ac, mollis eu, posuere vitae, velit. Proin faucibus lectus congue lacus.

- Suspendisse potenti.
- Donec faucibus. Nunc placerat justo et dolor lobortis aliquet.
- Vestibulum suscipit, nunc ut laoreet porttitor, massa nulla ultricies sem

Duis at magna id pede vestibulum accumsan. Suspendisse at massa. Proin eleifend. Vestibulum interdum. Mauris pellentesque. Vivamus mollis viverra elit. Aliquam vulputate nisl dapibus elit. Ut ut dui ut libero sagittis malesuada.

(7) Sed in lectus.
Maecenas arcu lacus

Module for CTA, cross promotion, related content, or imagery.

Module for CTA, cross promotion, related content, or imagery.

Module for CTA, cross promotion, related content, or imagery.

(8)

---

1) Primary Navigation With Style Change
There should be a persistent style change when a primary navigation item is selected.

2) Secondary Navigation & Style Change for Active Item
Once a primary navigation item is selected, the secondary navigation for that item appears, **remains persistent**, and a style change appears for the selected secondary item.

If there are no secondary items in a given section, the design element should still appear for visual consistency.

3) Sub Header Utilities
This set of page utilities will be persistent on every page except the home page. This area contains:
a) The "Share" widget which is the customary and recognizable widget from "Add This". See http://www.addthis.com/features#.TsT4z2DtEwh for more information.
b) Print which invokes the OS print function
b) Text re=sizing. On click of + and - the text size changes accordingly.

4) Page Title (Sample)
Title of the page and as such, should exactly match the menu item label. It is not a creative heading. Those can fall within the body of the page.

Be sure not to use the link color for page title or headings. It is confusing to visitors.

5) Body copy

6) Imagery
This sample shows one image but there can be any number of images on each page. Appropriate imagery is dependent on page content, creative concept, and available image assets.

7) Contextual Links
Contextual links that encourage visitors to explore other pages will exist within copy as needed and appropriate to the content, and to the page linking strategies.

8) Modules
Modules are used to strategically showcase CTAs in context to certain content and can be swapped in and out as needed. Entire module area can also be removed when page content requires the space.

Note: Feedback cited a concern that these areas would be perceived ad ads. This is unlikely as these areas will be designed in harmony with the site look & feel.

Modules are a well-established method of bolstering text links and encouraging visitors to explore other pages.

For Pages:

1.0 About	1.2 Care and...	1.3 NovoTwist...
3.0 Coverage...	4.0 Getting...	6.0 Drive the...
6.1 Charlie...	6.2 Pledge in...	

FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

Search

| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

Overview   Insulins   Care & Storage   NovoTwist Needles

▼ Share   🖶 Print   Text Size ⊕⊖

Insulins

①

Vivamus neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non, porta sit amet, iaculis nec, est. Proin scelerisque lectus quis lectus. Integer felis. Duis sagittis auctor eros. Vivamus port lacus id pede. Nulla scelerisque lorem ut quam.

Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis.

Select an insulin and learn more about the FlexPen for that insulin brand.

②

Levemir

A long-acting insulin that provides up to 24 hours of blood sugar control.

Levemir FlexPen

Learn More

NovoLog

A rapid-acting insulin that should be taken 5 to 10 minutes before a meal.

NovoLog FlexPen

Learn More

Novolog Mix

One insulin that offers two different kinds of blood sugar control in one shot.

Novolog Mix FlexPen

Learn More

---

1) Introductory copy
Introduction copy about the insulins available in the pen and encouraging further exploration into FlexPens with specific insulins.

2) Specific FlexPens
Showcasing all 3 FlexPen versions as a default satisfies the use case for any visitor coming to the page that is completely new to the product genre or that does not have an Rx for a specific insulin or a specific FlexPen.

Each area for contains:

- Coloring to match the branded pen
- The primary selling point of the insulin brand
- An image of the pen
- A Learn More button

On click of any of the Learn More buttons, information about that FlexPen version is revealed. See following pages.

For Pages:

1.1. Insulins

FlexPen®

Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

Search

About	Testimonials	Coverage & Savings	Getting Started	FAQs	Drive the Switch

Overview | Insulins | Care & Storage | NovoTwist Needles

▼ Share | 🖶 Print | Text Size ⊕⊖

Insulins

Vivamus neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non, porta sit amet, iaculis nec, est. Proin scelerisque lectus quis lectus. Integer felis. Duis sagittis auctor eros. Vivamus port lacus id pede. Nulla scelerisque lorem ut quam.

Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis.

Select an insulin and learn more about the FlexPen for that insulin brand.

(1) **Levemir** | **NovoLog** | **Novolog Mix**

A long-acting insulin that provides up to 24 hours of blood sugar control.

Levemir FlexPen

(3)

How Levemir® can help you get to goal.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse ut purus. Suspendisse tristique. Cras et sem at odio porttitor mattis.

Donec dignissim ornare tortor. Donec lectus turpis, tempor id, cursus vitae, eleifend in, risus. Aenean turpis. Mauris ultricies quam malesuada ligula.
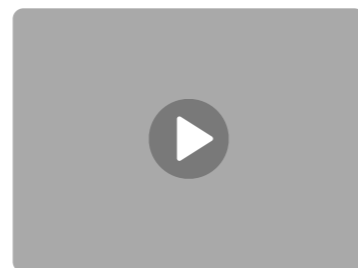
Risks and side effects
Duis dapibus neque sed lorem. Duis varius mauris vel augue. Aliquam a massa. Fusce dapibus mi. In hac habitasse plateadictumst. Duis lacus est, consequat ac, mollis eu, posuere vitae, velit. Proin faucibus lectus congue lacus.

- Suspendisse potenti.
- Donec faucibus. Nunc placerat justo et dolor lobortis aliquet.
- Vestibulum suscipit, nunc ut laoreet porttitor, massa nulla ultricies sem

(4)

Does my plan cover this?

Savings

Novo Twist Needles

Care & Storage

Prescribing Information

Levemir website

(2) ▶ Demos

Revealed Spaces
On click of each Learn More button more information about the branded FlexPen is revealed.

Having such a mechanism satisfies the use case for visitors who have landed on the page from a banner ad or any means that has insulin-specific messaging.

1) Specific Pen Carry Over Information
The name, primary selling point of the insulin brand and the pen remains in the revealed spcae.

Banner ads will be able to drive to this page with the appropriate pen's information automatically revealed.

2) Demo Thumbnail & Text Link
On click of either the thumbnail or the link opens the demo overlay. See following pages.

3) Body Copy
Descriptions, risk & side effects or other appropriate insulin brand.

4) Related Links
Descriptions, risk & side effects or other appropriate insulin brand. Copywriting team may recommend additional links.

- Link to the Coverage Lookup page

- Link to the Savings page

- Link to the Novo Twist Needles page

- Link to invoke the prescribing information PDF for the specific insulin brand

- Off-site link to the insulin brand's website

On click of X in upper right of revealed space (or above the tabs) closes the panel and page appears in the default view.

On click of any tab opens the reveled space for that insulin brand, effectively closing the revealed space for an insulin brand that may have been previously chosen.

For Pages:

1.1. Insulins

FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

[Search box] | Search

| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

Overview   Insulins   Care & Storage   NovoTwist Needles

▼ Share | 🖨 Print | Text Size ⊕ ⊖

Insulins

Vivamus neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non, porta sit amet, iaculis nec, est. Proin scelerisque lectus quis lectus. Integer felis. Duis sagittis auctor eros. Vivamus port lacus id pede. Nulla scelerisque lorem ut quam.

Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis.

Select an insulin and learn more about the FlexPen for that insulin brand.

Levemir   ### NovoLog   ### Novolog Mix

A rapid-acting insulin that should be taken 5 to 10 minutes before a meal.

✕

How NovoLog is different.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse ut purus. Suspendisse tristique. Cras et sem at odio porttitor mattis. Donec dignissim ornare tortor. Donec lectus turpis, tempor id, cursus vitae, eleifend in, risus. Aenean turpis. Mauris ultricies quam malesuada ligula.

Risks and side effects
Duis dapibus neque sed lorem. Duis varius mauris vel augue. Aliquam a massa. Fusce dapibus mi. In hac habitasse plateadictumst. Duis lacus est, consequat ac, mollis eu, posuere vitae, velit. Proin faucibus lectus congue lacus.

- Suspendisse potenti.
- Donec faucibus. Nunc placerat justo et dolor lobortis aliquet.
- Vestibulum suscipit, nunc ut laoreet porttitor, massa nulla ultricies sem

NovoLog FlexPen

[▶ video]

Demos

Does my plan cover this?

Savings

Novo Twist Needles

Care & Storage

Prescribing Information

Levemir website

FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

| Search |

| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

Overview   Insulins   Care & Storage   NovoTwist Needles

▼ Share | Print | Text Size ⊕ ⊖

Insulins

Vivamus neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non, porta sit amet, iaculis nec, est. Proin scelerisque lectus quis lectus. Integer felis. Duis sagittis auctor eros. Vivamus port lacus id pede. Nulla scelerisque lorem ut quam.

Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis.

Select an insulin and learn more about the FlexPen for that insulin brand.

Levemir   **NovoLog**   **Novolog Mix**

One insulin that offers two different kinds of blood sugar control in one shot. ⊗

It's one insulin that works in two different ways.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse ut purus. Suspendisse tristique. Cras et sem at odio porttitor mattis.

Donec dignissim ornare tortor. Donec lectus turpis, tempor id, cursus vitae, eleifend in, risus. Aenean turpis. Mauris ultricies quam malesuada ligula.

Risks and side effects
Duis dapibus neque sed lorem. Duis varius mauris vel augue. Aliquam a massa. Fusce dapibus mi. In hac habitasse plateadictumst. Duis lacus est, consequat ac, mollis eu, posuere vitae, velit. Proin faucibus lectus congue lacus.

- Suspendisse potenti.
- Donec faucibus. Nunc placerat justo et dolor lobortis aliquet.
- Vestibulum suscipit, nunc ut laoreet porttitor, massa nulla ultricies sem
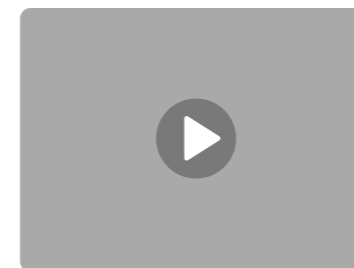
Does my plan cover this?

Savings

Novo Twist Needles

Care & Storage

Prescribing Information

Levemir website

Novolog Mix FlexPen

NovoLog® Mix 70/30 FlexPen® Prefilled Syringe

▶

Demos

For Pages:

FlexPen®
Insulin delivery that goes with you

Save $125 | Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

[Search]

| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

Overview   Insulins   Care & Storage   NovoTwist Needles

▼ Share   🖶 Print   Text Size ⊕⊖

Vivamus neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non,

1

Levemir FlexPen
Demo

✕

Introduction
Preparation & parts
Attaching the needle
The air shot
Dose selection
Injecting the dose
After the dose
Function check

▶

0:00 / 4:59 🔊 ⬈ ✉

Printable Transcript

---

1) [Insulin brand FlexPen} Demo Videos Overlay
Once the demo has been invoked, an overlay opens and the video begins automatically TBD seconds later.

(There should be separate videos for each insulin brand. The introduction, therefore should be re-written to apply to each specific brand.)

The videos need to be divided into "chapters" (sample shown in wireframe) to divide up the video into smaller, more digestible segments.

The chapters can automatically run in sequence but need to be sepeately controllable by the visitor for re-visiting.

Clicking the X in upper right corner, or anywhere outside the overlay, closes the overlay and the veil/lightbox.

For Pages:

1.1.1 Demo

FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

Search

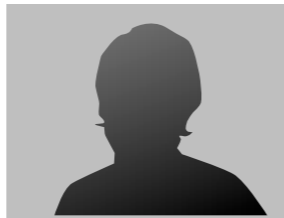| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

▼ Share | Print | Text Size ⊕⊖

Testimonials

◄ 1

Dr. Glen Rosen

Don't Miss Life's Moments

Discreet Delivery 1

Insulin When You Need It

Discreet Delivery 2

One Less Thing to Think About

►
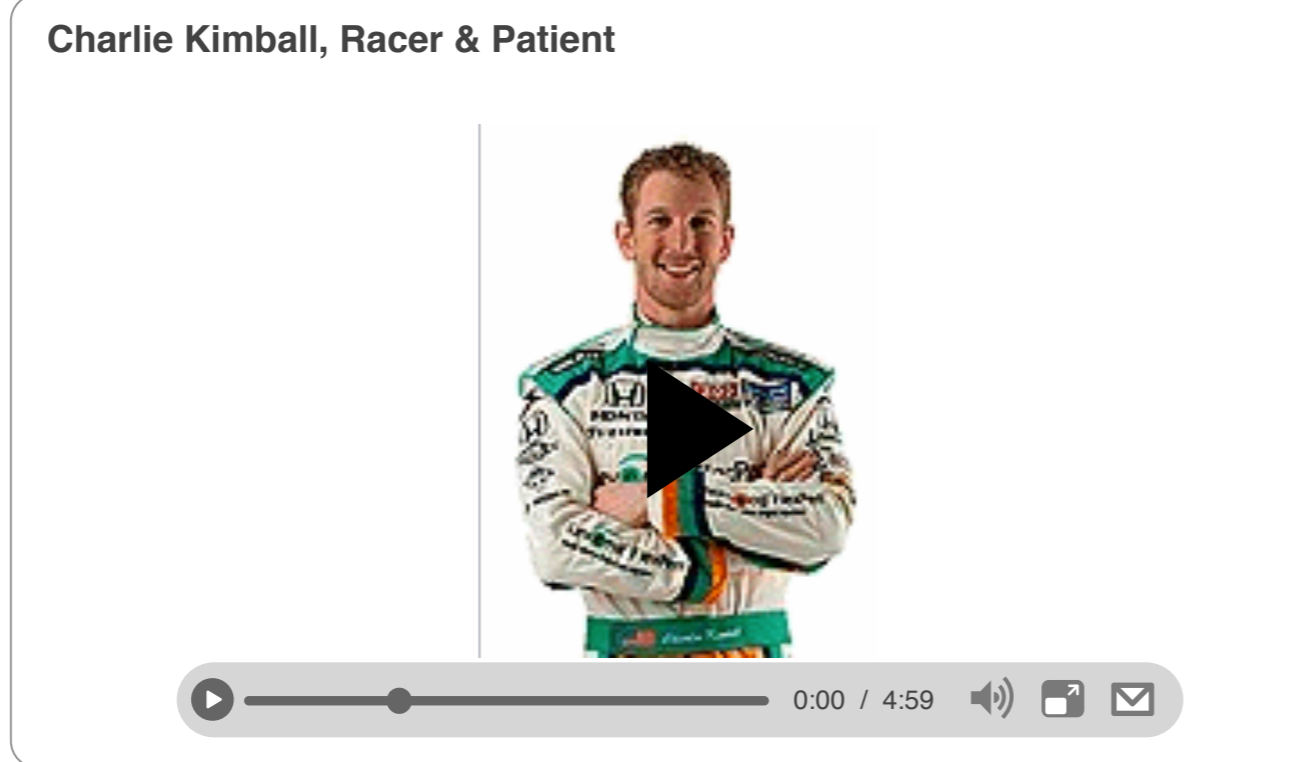
● ● ● ● ● ● ●

2

Charlie Kimball
Racer & Patient

Maecenas arcu lacus, bibendum in, pretium ut, imperdiet augue.

3

Charlie Kimball, Racer & Patient

0:00 / 4:59

4

Printable Transcript

Related link 1

Related link 2

Related link 3

---

1) Testimonial Videos Carousel
On click on any of the thumbnails loads the selected video in the video player.

Recommend that each testimonial video have a distinct (and brief) title.

Carousel could also be placed below the active video area.

2) Testimonial Identity & Blurb

3) Active Testimonial
Video player area.

4) Related Links
A printable transcript should be available and related links can be placed here to encourage continued exploration

Note: Links must have a "visited" style so that visitors do not inadvertently re-visit pages they have already seen.

For Pages:

2.0 Testimonials

FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

[Search field] Search

| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

Coverage Lookup   Savings

▼ Share   🖨 Print   Text Size ⊕⊖

Coverage Lookup

TBD
Dependent on available data pieces

For Pages:

3.1 Coverage...
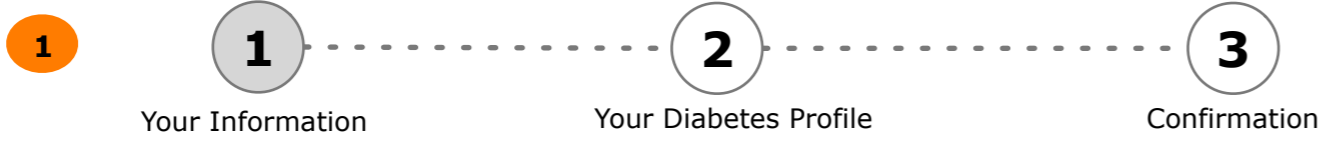
FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

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Coverage Lookup   Savings

▼ Share   🖶 Print   Text Size ⊕ ⊖

Savings

①

1 - - - - - - **2** - - - - - - **3**

Your Information   Your Diabetes Profile   Confirmation

② Enroll in Cornerstones4Care diabetes support program and receive a savings card and optional information kit containing:
- Co-pay Savings Card
- Introductory letter
- Informative brochure

Cornerstones4Care gives you tools, tips and information to help you manage your diabetes your way.

③ * Required

* ○ **Print** savings card instantly after enrollment

○ **Receive** information kit and savings card via mail

* [First name]
* [Last name]
* [Address]
* [Address 2]
* [City]   * [- State - ▼]   * [Zip]
* [email address]
* [Confirm email address]
* [Password] ❓
* [Confirm password]
* [Security question ▼] ❓
* [Security Answer]

* ○ Male   ○ Female

* Birthday [mm] / [dd] / [yyyy]

Phone [___] - [___] - [____]

May we call you to review the benefits of Cornerstones4Care?   ○ Yes   ○ No

[**CONTINUE**]

---

1) Progress Indicator
The long form benefits from breaking it up into steps. This process will make it easier fro a visitor to understand the parts of the form and their oompletion progress.

2) Introductory Copy
This is sample copy. Copywriting team will supply actual copy but recommend that copy be similar in form and brevity to what is here to make it easy for visitors to read and to understand the purpose of the form.

3) Form Elements
The form has been slightly revised to a) adhere to best practices for form presentation and b) to eliminate redundant information.

Continue button advances visitor to the next step and the steps have style changes. See following pages.

For Pages:
3.1 Savings...

FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions
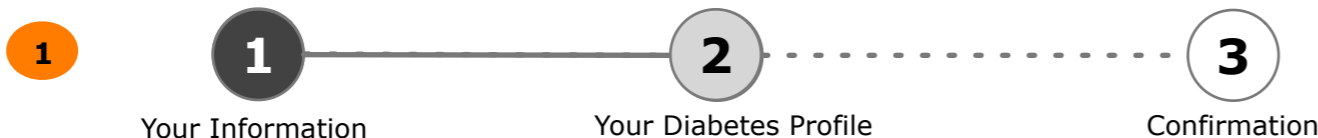
Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

[Search field] Search

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Coverage Looku   Savings

▼ Share   🖨 Print   Text Size ⊕ ⊖

Savings

① ① — ② - - - - - - - ③
Your Information   Your Diabetes Profile   Confirmation

Enroll in Cornerstones4Care diabetes support program and receive a savings card and optional information kit containing:
- Co-pay Savings Card
- Introductory letter
- Informative brochure

Cornerstones4Care gives you tools, tips and information to help you manage your diabetes your way.

* Required

② *** What type of Diabetes do you have?**   ○ Type 1   ○ Type2

* What year were you diagnose with diabetes   [2011 ▼]

* What type of diabetes medicine do you take now? (check all that apply) ❓

☐ Insulin   ☐ Diabetes pills (also callled antidiabetics or OADs)
☐ Byetta® (exenatide injection) ☐ Symlin® (pramlintide acetate)
☐ Other   ☐ None

* How long have you been on your current therapy?
○ 6 mo or less   ○ 7 months to 1 year
○ 1-3 years   ○ 3+ years

* How well do you currently manage your diabetes?
Not at all   Very Well
○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10

* I am willing to give myself injections as often as needed to control my diabetes
Totally Disagree   Totally Agree
○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10

* ☐ I am not ☐ I am enrolled in any government program lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse ut purus. Suspendisse tristique.

* ☐ I understand that my card is not valid for prescriptions

Vivamus neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non, porta sit amet, iaculis nec, est. Proin scelerisque lectus quis lectus. Integer felis. Duis sagittis auctor eros lacus id pede. Nulla scelerisque lorem ut quam.

* ☐ I am 18 and I agree that the information that I am providing cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse ut purus. Suspendisse tristique.

SUBMIT

---

1) Progress Indicator
Style changes to indicate progress

3) Form Elements
The form has been slightly revised to a) adhere to best practices for form presentation and b) to eliminate redundant information.

Submit button submits form. Upon successful validation, either a) the card generation process begins, or b) the confirmation message appears (if visitor ordered the kit).

For Pages:
3.1 Savings...

FlexPen®
Insulin delivery that goes with you

Save $125	Register to get savings card $50 off first prescription $25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

[Search field] [Search]

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Coverage Lookup   Savings

Savings

▼ Share | 🖶 Print | Text Size ⊕ ⊖

① **②** **③**
Your Information   Your Diabetes Profile   Confirmation

Enroll in Cornerstones4Care diabetes support program and receive a savings card and optional information kit containing:
- Co-pay Savings Card
- Introductory letter
- Informative brochure

Cornerstones4Care gives you tools, tips and information to help you manage your diabetes your way.

Enrollment successful!

[PRINT SAVINGS CARD]

Consider another method for generating the card. it took a long time. Could also be a source of abandonment.

After successful print of savings card, this page changes to

Log on to Cornerstones4Care
to get helpful information now

For Pages:
3.1 Savings...

FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

[Search]

| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

Coverage Lookup | Savings

▼ Share | Print | Text Size ⊕⊖

Savings

① — **②** — **③**

Your Information — Your Diabetes Profile — Confirmation

Enroll in Cornerstones4Care diabetes support program and receive a savings card and optional information kit containing:
- Co-pay Savings Card
- Introductory letter
- Informative brochure

Cornerstones4Care gives you tools, tips and information to help you manage your diabetes your way.

Enrollment successful!

You will receive you information kit in the mail within x weeks

Log on to Cornerstones4Care to get helpful information now

For Pages:

3.1 Savings...

FlexPen®
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Register to get savings card
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Prescribing Information ▼
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novo nordisk®

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Coverage Looku   Savings

Savings

① ········· ② ········· ③
Your Information   Your Diabetes Profile   Confirmation

Enroll in Cornerstones4Care diabetes support program and receive a savings card and optional information kit containing:

- Co-pay Savings Card
- Introductory letter
- Informative brochure

Cornerstones4Care gives you tools, tips and information to help you manage your diabetes your way.

* Required

* ○ **Print** savings card instantly after enrollment

○ **Receive** information kit and savings card via mail

1 * [First name]

* [Last name]   A last name of at least 2 letters is required.

* [Address]

* [Address 2]

* [City]   * [- State - ▼]   * [Zip]

* [email address]

* [Confirm email address]

* [Password] ❓

* [Confirm password]

* [Security question ▼] ❓

* [Security Answer]

* ○ Male   ○ Female   Gender is required.

* Birthday [mm] / [dd] / [yyyy]

Phone [   ] - [   ] - [   ]

May we call you to review the benefits of Cornerstones4Care?   ○ Yes   ○ No

[CONTINUE]

For Pages:
3.1 Savings...

FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

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[Search]

| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

1 **FAQs**

Tincidunt faucibus curabitur ut elit pellentesque ?
Etiam nec sapien. Cras mauris. Maecenas vitae dui quis nisl tincidunt faucibus. Curabitur ut elit. Pellentesque vel lacus vulputate mauris sodales imperdiet

Lorem ipsum dolor sit amet?
Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

Maecenas vitae dui quis nisl tincidunt interdum volgus videt, est ubi peccat?
Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.Lorem ipsum dolor sit amet consectateur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

Interdum volgus videt, est ubi peccat. si vetere?
Lorem ipsum dolor sit amet consectateur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

Comparet, errat. Si quaedam nimis antique
Lorem ipsum dolor sit amet consectateur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat?
Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos. Lorem ipsum dolor sit amet consectateur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

1) FAQs
Follows the typical FAQs format. Recommend against any open/close mechanisms as they are less efficient for visitors to find information and they prevent the ability to use the browser "Find" feature.

For Pages:

5.0 FAQs

FlexPen®
Insulin delivery that goes with you

Save $125

Register to get savings card
$50 off first prescription
$25 off next 3 prescriptions

Prescribing Information ▼
miflexpen (Espanol)

novo nordisk®

Search

| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

Overview   Charlie Kimball   Pledge Now   Pledge in Person   Pledge in Person Photos

1 Select Event Location & Date

2 Select Session

3

3 27 of 186

Note: These pages should not be "sandwiched" within an internal scrolling area and an "anchored" footer as is the current presentation. They need to scroll and be framed within the browser in the same manner as all other pages.

1) Location Selector
No need for race car default after location is chosen. Default to the AM session for each event selection. (If a location only had one session, default to that one). Also, (within each location) list the events in reverse chronological order

Related note: On the Pledge in Person page, the Upcoming events should be constantly maintained so that dates are always in the future. Also, dates should have the year included so visitors can be certain the dates are upcoming and are not dates from past.

2) Session Selector

3) Carousel Photo Viewer & Controller
The carousel is an improved UX for viewing the photos because the thumbnails on the current site are too small for visitors to identify themselves in the photos. Thus they were forced to use the enlarged photo feature. Photos should be large(r) so visitors can peruse them more easily.

For Pages:

www.myflexpen.com Evolution

FlexPen®
Insulin delivery that goes with you

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$25 off next 3 prescriptions

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Search

About	Testimonials	Coverage & Savings	Getting Started	FAQs	Drive the Switch

Overview   Charlie Kimball   Pledge Now   Pledge in Person   Pledge in Person Photos

PREV

NEXT

ENLARGED PHOTO

PRINT   SAVE   CLOSE

1) Enlarged Photo Overlay

2) Previous & Next Links
These buttons should remain persistent so the visitor does not have to wiggle the cursor over them if browsing through the photos.
Clicking anywhere on the photo should advance the the next photo.

2) Action Links
Print invokes the OS print functionality
Save invokes the browser download mechanism
Close closes the overlay and returns the visitor to the carousel.
Clicking on the X in the upper right of the overlay does the same.

For Pages:

FlexPen®
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| About | Testimonials | Coverage & Savings | Getting Started | FAQs | Drive the Switch |

Overview   Charlie Kimball   Pledge Now   Pledge in Person   Pledge in Person Photos

Pledge Now

▼ Share | 🖶 Print | Text Size ⊕ ⊖

(1)

1 ---- **2** ---- **3**

Your Information   Your Diabetes Profile   Confirmation

(2)

Vivamus neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non, porta sit amet, iaculis nec, est. Proin scelerisque lectus quis lectus. Integer felis.

Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis.

(3) * Required

* First name
* Last name
* Address
* Address 2
* City   * - State -   * Zip
* email address
* Confirm email address

* ○ Male   ○ Female
* Birthday [mm] / [dd] / [yyyy]
  Phone [   ] - [   ] - [   ]
  May we call you to review the benefits of Cornerstones4Care? ○ Yes ○ No
* How did you hear about this offer? [Select ▼]

CONTINUE

For Pages:

3.1 Savings...
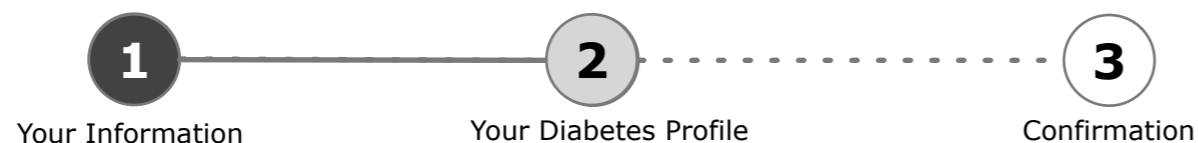
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Prescribing Information ▼
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Overview   Charlie Kimball   Pledge Now   Pledge in Person   Pledge in Person Photos

▼ Share | Print | Text Size ⊕⊖

Pledge Now

1 — **2** ········· **3**

Your Information   Your Diabetes Profile   Confirmation

Vivamus neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non, porta sit amet, iaculis nec, est. Proin scelerisque lectus quis lectus. Integer felis.

Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis.

* Required

* What type of Diabetes do you have?   ◯ Type 1   ◯ Type2

* What year were you diagnose with diabetes [2011 ▼]

* What type of diabetes medicine do you take now? (check all that apply) ?

☐ Insulin   ☐ Diabetes pills (also callled antidiabetics or OADs)
☐ Byetta® (exenatide injection)   ☐ Symlin® (pramlintide acetate)
☐ Other   ☐ None

* How long have you been on your current therapy?
◯ 6 mo or less   ◯ 7 months to 1 year
◯ 1-3 years   ◯ 3+ years

* How well do you currently manage your diabetes?
Not at all   Very Well
◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5 ◯ 6 ◯ 7 ◯ 8 ◯ 9 ◯ 10

* I am willing to give myself injections as often as needed to control my diabetes
Totally Disagree   Totally Agree
◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5 ◯ 6 ◯ 7 ◯ 8 ◯ 9 ◯ 10

* ☐ I am not ☐ I am enrolled in any government program lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse ut purus. Suspendisse tristique.

* ☐ I understand that my card is not valid for prescriptions neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non, porta sit amet, iaculis nec, est. Proin scelerisque lectus quis lectus. Integer felis.

* ☐ I am 18 and I agree that the information that I am providing cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse ut purus. Suspendisse tristique.

SUBMIT

For Pages:
3.1 Savings...

FlexPen®
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$25 off next 3 prescriptions

Prescribing Information ▼
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Overview   Charlie Kimball   Pledge Now   Pledge in Person   Pledge in Person Photos

▼ Share   🖶 Print   Text Size ⊕⊖

Pledge Now

1 — **2** — **3**

Your Information   Your Diabetes Profile   Confirmation

Vivamus neque. Maecenas arcu lacus, bibendum in, pretium ut, imperdiet a, augue. Vivamus lorem velit, placerat non, porta sit amet, iaculis nec, est. Proin scelerisque lectus quis lectus. Integer felis.

Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis.

Pledge Confirmed!
Proin auctor, nibh sed volutpat pellentesque, tortor lectus
condimentum felis, sit amet accumsan leo dui ut ligula.

Unsure as to the appropriate language for the confirmation of the successful submission of this form but one should be present.

For Pages:

3.1 Savings...

FlexPen®
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Prescribing Information ▼
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[Search field] Search

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① Site Map

Level one Item
- Level two item
  - Level three item
- Level two item
- Level two item
  - Level three item

Level one Item
- Level two item
- Level two item
- Level two item
  - Level three item

Level one Item
- Level two item
- Level two item

Level one Item
- Level two item
  - Level three item
- Level two item
- Level two item

1) Site Map Page
This is one customary representation of a site map page. Creative team may explore or utilize other typical layouts.

For Pages:

5.0 FAQs