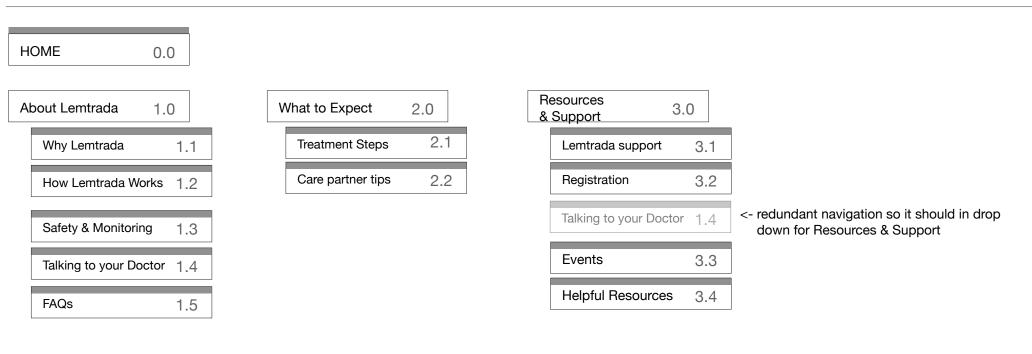
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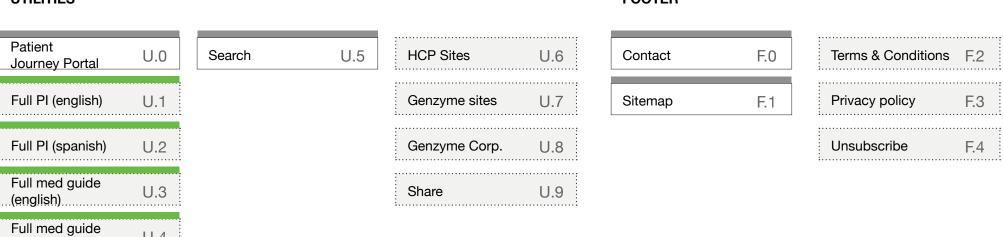
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- 2 SITEMAP
- 3 WIREFRAMES: mobile
- 4 MOBILE header / footer
- 5 MOBILE menu
- 6 M 0.0 Home
- 7 M 1.1 Why Lemtrada
- 8 M 1.1 Why Lemtrada / fewer relapses slower brain atrophy
- 9 M 1.1 Why Lemtrada / (clinical case study opened)
- 10 M 1.1 Why Lemtrada / innovative treatment schedule
- 11 M 1.2 : How Lemtrada works
- 12 M 1.3 : Safety & Monitoring
- 13 M 1.4 : Talking to your Doctor
- 14 M 1.5 : FAQs
- 15 M 2.1 Treatment Steps
- 16 M 2.1 Treatment Steps / detail
- 17 M 2.2 Care Partner Tips
- 18 M 3.1 Lemtrada Events
- 19 M 3.2 Registration
- 20 M 3.2 Registration confirmation
- 21 M 3.3 Events
- 22 M 3.3 Events: event detail
- 23 M 3.4 Helpful Resources
- 24 M F.1 Sitemap
- 25 WIREFRAMES: desktop
- 26 HEADER AND FOOTER
- 27 DROP DOWN MENU
- 28 0.0: Home
- 29 1.1: Why Lemtrada, landing page
- 30 1.1: Why Lemtrada, landing page
- 31 1.1: Why Lemtrada / About the Clinical Study functionality
- 32 1.1: Why Lemtrada / innovative treatment schedule
- 33 1.2 : How Lemtrada works / default state
- 34 1.2 : How Lemtrada works / interaction design
- 35 1.2 : How Lemtrada works / interaction design
- 36 1.3 : Safety & Monitoring
- 37 1.4 : Talking to your Doctor
- 38 1.5 : FAQs
- 39 2.1 Treatment Steps
- 40 2.1 Treatment Steps / transition
- 41 2.2 Care Partner Tips
- 42 3.1 Lemtrada Events
- 43 3.2 Registration
- 44 3.2 Registration
- 45 3.3 Events
- 46 3.3 Events
- 47 3.4 Helpful Resources
- 48 APPENDIX A: interstitial



UTILITIES **FOOTER**



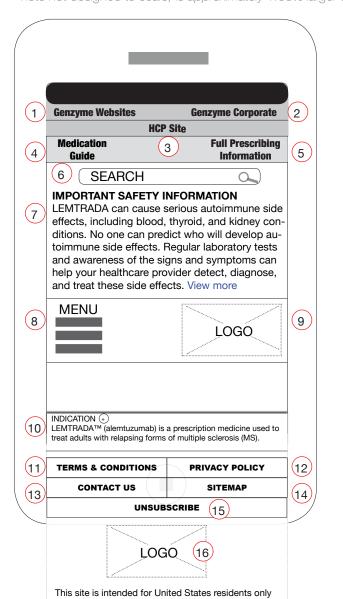
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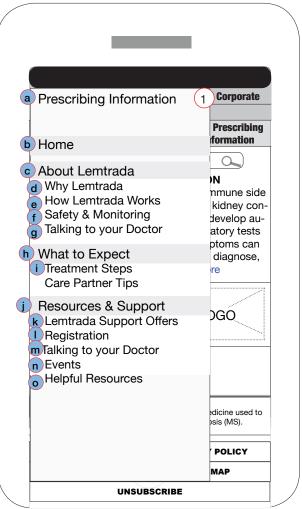
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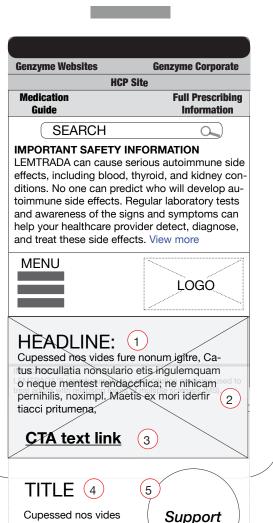
1	Navigation	Genzyme websites
2	Navigation	Genzyme corporate
3	Navigation	HCP site, link spawns interstitial overlay please refer to appendix A
4	Navigation	Medication guide
5	Navigation	Full prescribing information
6	Functionality	Search
7	Сору	Safety information copy
8	Call to action	Menu
9	Graphic	Logo
10	Сору	Important safety in- formation, note full text opens a toggle
11	Navigation	Terms & Conditions, links to Genzyme. com
12	Navigation	Privacy Policy, links to Genzyme.com
13	Navigation	Contact Us, links to Genzyme.com
14	Navigation	Sitemap
15	Navigation	Unsubscribe, links to outside site
16	Graphic	Logo
17	Сору	Footer copy





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1	Menu layover	
1a	Navigation	Prescribing Information
1b	Navigation	Home
1c	Сору	Header
1d	Navigation	Why Lemtrada
1e	Navigation	How Lemtrada Works
1f	Navigation	Safety & Monitoring
1g	Сору	Header
1h	Navigation	Treatment steps
1i	Navigation	Care Partner Tips
1j	Сору	Header
1k	Navigation	Lemtrada Support Offers
11	Navigation	Registration
1m	Navigation	Talking to your Doctor
1n	Navigation	Events
10	Navigation	Helpful Resources



Support

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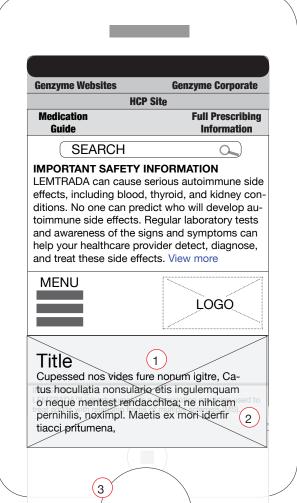
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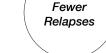
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1	Сору	Headline
2	Сору	Body copy
3	Call to action	
4	Сору	Title
5	Graphic	Hyperlinked to Support page
6	Сору	Body copy
7	Call to action	Links to Support page
8	Сору	Title
9	Graphic	Hyperlinked to Events page
10	Сору	Body copy
11	Call to action	Links to Events page
12	Сору	Title
13	Graphic	Hyperlinked to Sign Up page
14	Сору	Body copy
15	Call to action	Links to Sign Up page

M 1.1 Why Lemtrada

note not designed to scale, is approximately 1.33% larger than standard iOs retina display





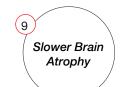
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6 CTA text link



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10 CTA text link



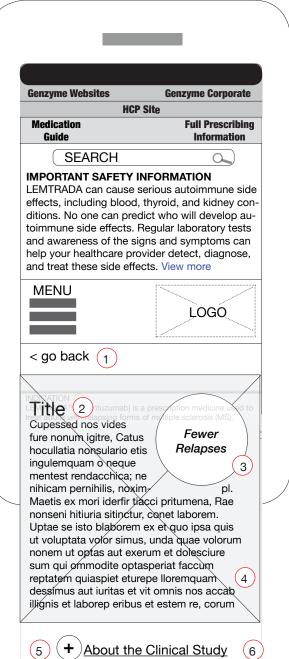
12 CTA text link

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Сору	Body copy
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Graphic	
Navigation	Linked to reduced disability
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Navigation	Linked to less brain lesions
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Navigation	Linked to slower brain atrophy
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Navigation	Linked to Innovative treatment schedule
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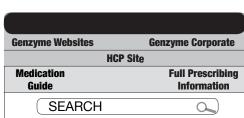


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1	Navigation	Return to previous page
2	Сору	Headline
3	Graphic	
4	Сору	Body copy
5	Call to action	Toggle the "About the Clinical Study" text open, note the default state is for it to be closed at which time the icon would be a "-"
6	Сору	



IMPORTANT SAFETY INFORMATION

LEMTRADA can cause serious autoimmune side effects, including blood, thyroid, and kidney conditions. No one can predict who will develop autoimmune side effects. Regular laboratory tests and awareness of the signs and symptoms can help your healthcare provider detect, diagnose, and treat these side effects. View more



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Title 2

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About the Clinical Study

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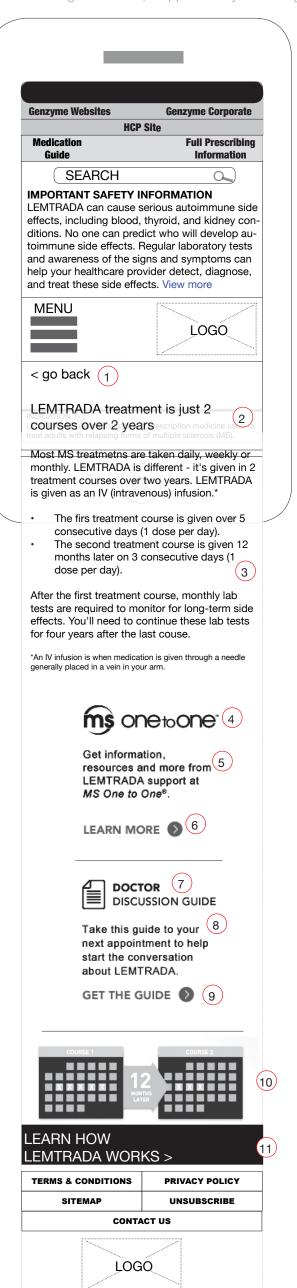
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Сору	Body copy
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Сору	
Сору	Explanatory copy
	Copy Graphic Copy Call to action Copy

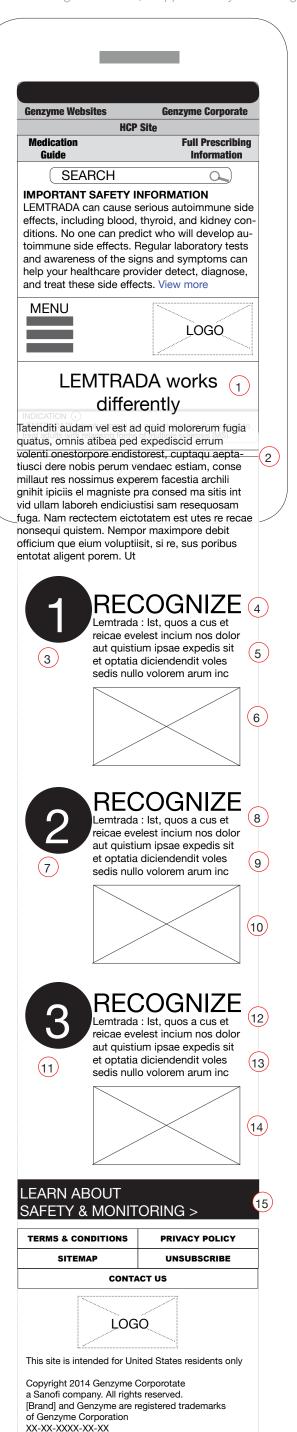


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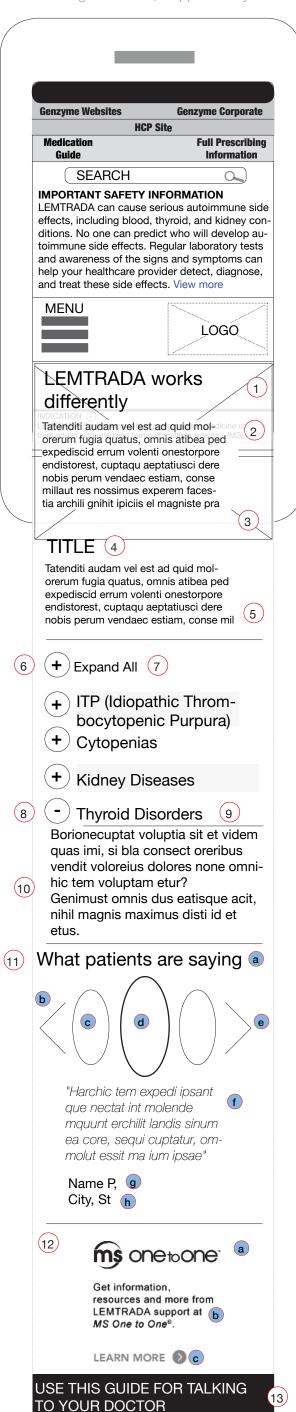
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1	Navigation	Return to previous page
2	Сору	Header
3	Сору	Body copy
4	Graphic	
5	Сору	Body copy
6	Call to action	Takes user to MS 1 to 1
7	Graphic	
8	Сору	Body copy
9	Call to action	Takes user to Doctor's Discussion Guide
10	Graphic	
11	Navigation	Take user to learn how Lemtrada works page



1	Сору	Headline
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5	Сору	Body copy
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10	Graphic	
11	Graphic	
12	Сору	Headline
13	Сору	Body copy
14	Graphic	
15	Navigation	Learn about Safety & Monitoring



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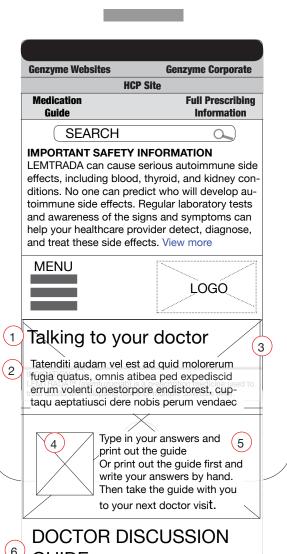
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2	Сору	Body copy
3	Graphic	
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5	Сору	Body copy
6	Call to action	Expand all, note once clicked this turn to a "-" sign
7	Сору	
8	Call to action	Close layover
9	Сору	Headline
10	Сору	Explanatory copy
11	Testimonial lockup	
11a	Сору	Title
11b	Call to action	Scroll to previous
11c	Graphic	
11d	Graphic	Portrait associated to current quote
11e	Call to action	Scroll to next
11f	Сору	Quote
11g	Сору	Name and initial of last name
11h	Сору	City, State abbreviation
12	MS 1 to 1 lockup	
12a	Graphic	
12b	Сору	Body copy
12c	Navigation	Takes user to MS 1 to 1 page
13	Call to action	Triggers download

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1 Copy Title



GUIDE

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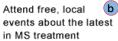
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- Print out the discussion guide and share it with your doctor.
- Download >
- Print Now >











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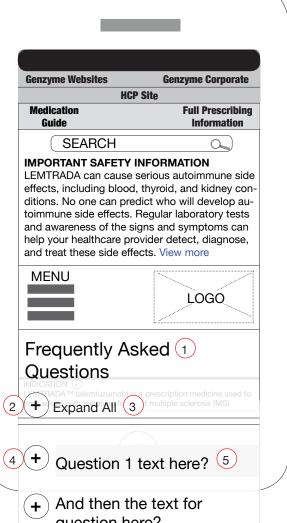


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1	Сору	Title
2	Сору	Body copy
3	Graphic	Background image
4	Graphic	
5	Сору	Explanatory copy
6	Сору	Title
7	Сору	Question copy
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9	Сору	Question copy
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11	Call to action	Download the pdf
12	Call to action	Print the page, note there would need to be default print set up for mobile phone
13	Navigation	Takes user to treat- ment steps
14	Lemtrada lockup	
14a	Graphic	
14b	Сору	Body copy
14c	Navigation	Takes user to Events page
15	MS 1 to 1 lockup	
15a	Graphic	
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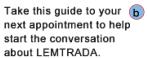
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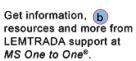




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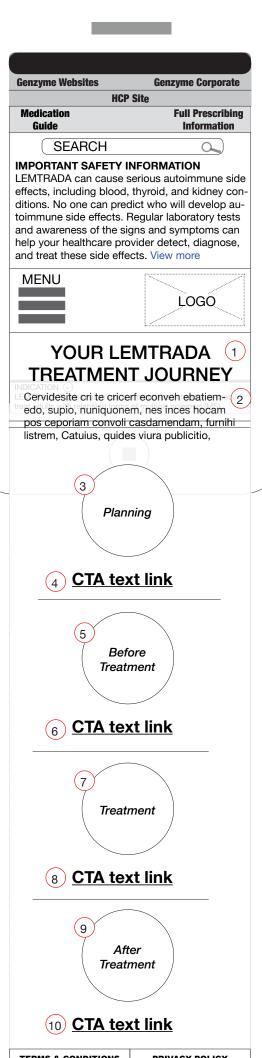


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2	Call to action	Open all questions, if user opens all questions this reverts to a "-" symbol
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8	Сору	Body copy
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10	Doctor discussion guide	
10a	Graphic	
10b	Сору	Body copy
10c	Navigation	Takes user to Doctor discussion guide
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11c	Navigation	Takes user to MS 1 to 1 page

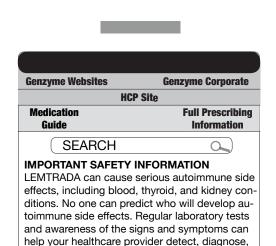


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1	Сору	Title
2	Сору	Body copy
3	Call to action / Graphic	
4	Call to action / Copy	Planning
5	Call to action / Graphic	
6	Call to action / Copy	Before Treatment
7	Call to action / Graphic	
8	Call to action / Copy	Treatment
9	Call to action / Graphic	
10	Call to action / Copy	After Treatment



and treat these side effects. View more

MENU

LOGO

< go back (1)

TREATMENT (2)

On the days of your infusion (3)

- A healthcare provider will give you your LEMTRADA as an intravenous (IV) infusion. An IV infusion is when medication is given through a needle generally placed in a vein in your arm.
- Some people may experience side effects during the infusion such as headache, rash, fever, or nausea. Your doctor may prescribe medications before your infusion to make infusion side effects less likely

How long will it take?

- Each infusion takes approximately 4 hours. Some people like to red or listen to music during this time
- After your infusion, your healthcare provider will monitor you for 2 hours to make sure you don't have any side effects

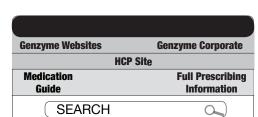


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1	Navigation	Return to previous page
2	Сору	Headline
3	Сору	Body copy
4	Graphic	Background image



IMPORTANT SAFETY INFORMATION

LEMTRADA can cause serious autoimmune side effects, including blood, thyroid, and kidney conditions. No one can predict who will develop autoimmune side effects. Regular laboratory tests and awareness of the signs and symptoms can help your healthcare provider detect, diagnose, and treat these side effects. View more



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CARE PARTNER TIPS

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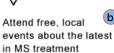
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SITEMAP	ONSOBSCRIBE

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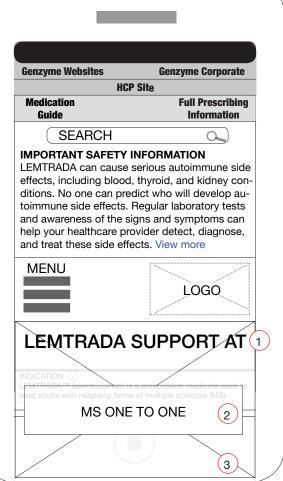
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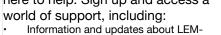
1	Сору	Title
2	Сору	Body copy
3	MS 1 to 1 lockup	
3a	Graphic	
3b	Сору	Body copy
3c	Navigation	Takes user to MS 1 to 1 page
4	Lemtrada Events	
4a	Graphic	
4b	Сору	Body copy
4c	Navigation	Takes user to Events page

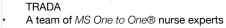
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note not designed to scale, is approximately 1.33% larger than standard iOs retina display



Considering LEMTRADA or looking for more information? Start here. Our personalized patient support program. MS One to One® is always here to help. Sign up and access a





to answer your questions. Insurance and cost support, as well as financial assistance* for eligible patients that may include LEMTRADA at \$0 outof-pocket cost through the LEMTRADA Copay Programi. Eligible patients may also receive up to \$100 for each day of infusion toward the cost of their LEM-

TRADA administration±





*Patients who have coverage or prescriptions paid for in part or in full under Medicare, Medicaid, or ohter state or federally funded healthcare programs are not eligible

ilf you are not eligible for the LEMTRADA Copay Program and need help with out-of-pocket expenses. MS
One to One Nurse can direct you to other patient assistance programs that may offer you financial support.

†Treatment-related, out-of-pocket costs are not reimbursable in MA, MI, MN, or RI





LEMTRADA EVENTS



events about the latest in MS treatment

GET THE GUIDE ()

Attend free, local

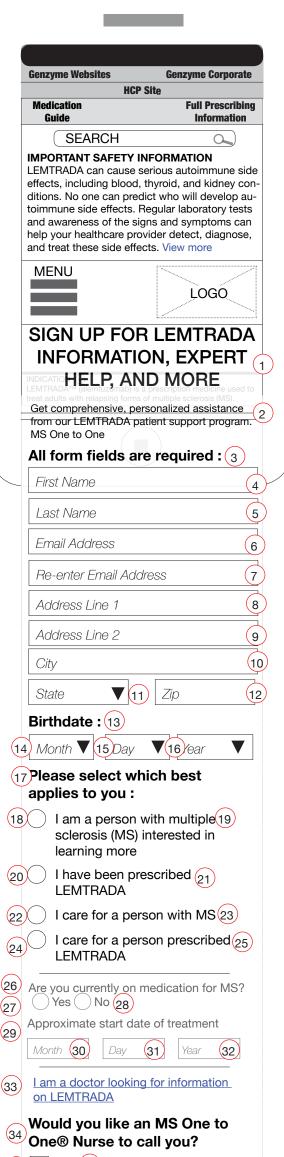


TERMS & CONDITIONS	PRIVACY POLICY
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1	Сору	Title
2	Graphic	MS 1 to 1 logo
3	Graphic	Background image
4	Сору	Headline
5	Call to action	Register
6	Сору	Explanatory copy
7	Lemtrada Events	
7a	Graphic	
7b	Сору	Body copy
7c	Navigation	Takes user to Events page

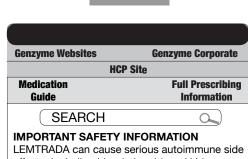


1	Сору	Title
2	Сору	Body copy
3	Сору	Header
4	Text entry field	First name
5	Text entry field	Last name
6	Text entry field	Email address
7	Text entry field	Re-enter email address
8	Text entry field	Address Line 1
9	Text entry field	Address Line 2
10	Text entry field	City
11	Drop down field	City
12	Text entry field	Zip
	-	Title
13	Copy	1
14	Drop down field	Month
15	Drop down field	Day
16	Drop down field	Zip
17	Сору	Title
18	Form element	Radio button
19	Сору	Question copy
20	Form element	Radio button
21	Сору	Question copy
22	Form element	Radio button
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25	Сору	Question copy
26	Сору	
26	Сору	Question copy, optional, ap- pears only if user chooses #18
27	Form element	Radio button
28	Form element	Radio button
29	Сору	Question copy, optional, ap- pears only if user chooses #22 or #24
30	Drop down field	Month
31	Drop down field	Day
32	Drop down field	Year
33	Navigation	Link to HCP site, link spawns interstitial overlay please refer to appendix A
34	Сору	Title
35	Form element	Check box
36	Сору	
37	Form element	Check box
38	Сору	
39	Call to action	Submit

Yes 36
By checking this box, you agree that Genzyme, its affiliates, and agents (such as third-party business partners) can: send you information and multiple sclerosis and Genzyme products, promotions, services, and research studies: ask your opinion about such information and topics, including market research and disease-related surveys: and share the information you provide with one another to perform these activities, and to de-identify it for use in performing research, education, business analytics, marketing studies, and other commercial purposes. Your information will not be sold to any third party. You may opt out of continued receipt of such communications at any time by call 1-855-576-6326.

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(39)



effects, including blood, thyroid, and kidney conditions. No one can predict who will develop autoimmune side effects. Regular laboratory tests and awareness of the signs and symptoms can help your healthcare provider detect, diagnose, and treat these side effects. View more

MENU

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SIGN UP FOR LEMTRADA INFORMATION, EXPERT HELP, AND MORE

Get comprehensive, personalized assistance from our LEMTRADA patient support program. MS One to One

Thank you! (3)



Your information has been received

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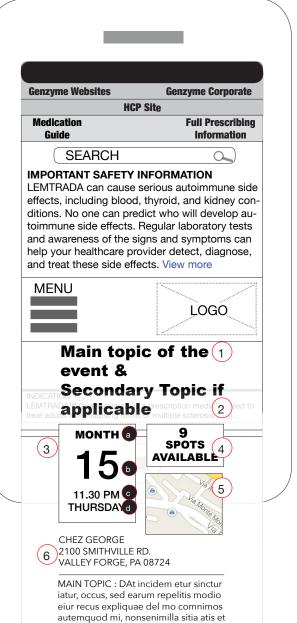
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1	Сору	Title
2	Сору	Body copy
3	Сору	Confirmation copy

Genzyme Websites Genzyme Corporate HCP Site Medication **Full Prescribing** Guide Information SEARCH IMPORTANT SAFETY INFORMATION LEMTRADA can cause serious autoimmune side effects, including blood, thyroid, and kidney conditions. No one can predict who will develop autoimmune side effects. Regular laboratory tests and awareness of the signs and symptoms can help your healthcare provider detect, diagnose, and treat these side effects. View more MENU LOGO **LEMTRADA EVENTS** Sis dienirt ernulia escerfec tescrem alicto con diemus, nostiac virmilinum seniaestrem, cribulis? Opone omnimus, nostus, FIND AN EVENT 4 (3) Enter new zip code: 5 7 6 **FIND** (9) (8) (10)Sort by: Date Distance FEATURED EVENTS (11) (12) TITLE Moluptio rerspi- a tat volent omnis sita **SPEAKER**: Name Lastname **b c LOCATION** : Location, City, State Os sitas doluptas enis rereribus vellabo. Pictur? Rat eos eiur auda velleces mil et, optur? Musae num facienit fugitis sequia num volo quia doloris si doluptat. **LEARN MORE e MONTH** 15 65 THURSDAY 11.30 AM miles away **REGISTER** (i) TITLE Moluptio rerspitat volent omnis sita **SPEAKER**: Name Lastname LOCATION: Location, City, State Os sitas doluptas enis rereribus vellabo. Pictur? Rat eos eiur auda velleces mil et, optur? Musae num facienit fugitis sequia num volo quia doloris si doluptat. **LEARN MORE** MONTH 04 15 65 THURSDAY 11.30 AM miles away **REGISTER TERMS & CONDITIONS** PRIVACY POLICY SITEMAP UNSUBSCRIBE **CONTACT US**

LOGO

1	Сору	Headline
2	Сору	Body copy
3	Graphic	Icon
4	Сору	
5	Сору	
6	Text entry field	
7	Call to action	Find
8	Сору	
9	Call to action	Sort by date
10	Call to action	Sort by distance
11	Сору	Headline
12	Event information lockup	
12a	Сору	Title
12b	Сору	Speaker
12c	Сору	Location
12d	Сору	Body copy
12e	Call to action	Learn more about the event
12df	Сору	Time/Date stamp
12g	Dynamic copy	Number of spaces available
12h	Dynamic copy	Distance
12i	Call to action	Register for the event



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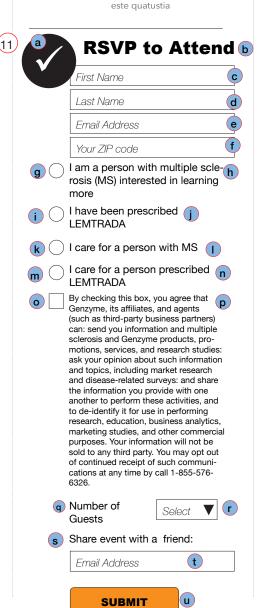
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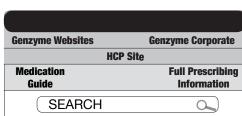
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2	Сору	Optional Secondary title
3	Date presentation	
3a	Dynamic copy	Month
3b	Dynamic copy	Day
3c	Dynamic copy	Time, with AM/PM
3d	Dynamic copy	Day
4	Dynamic copy	# of available spots left available (3rd party vendor info)
5	Navigation	Google map graphic, will launch either app or website depending on system preferences (3rd party vendor info)
6	Dynamic copy	Physical location address
7	Сору	Description
8	Сору	Title
9	Speaker presentation layer	
9a	Graphic	Optional photograph
9b	Сору	First and last name
9c	Сору	Title, description
9d	Сору	Optional biography
10	Topic 1 speaker presentation layer	Follows same format as 9
11	RSVP lockup	
11a	Graphic	
11b	Title	
11c	Text entry	First name
11d	Text entry	Last name
11e	Text entry	Email address
11f	Text entry	Zip code
11g	Form element	Radio button
11h	Сору	Question
11i	Form element	Radio button
11j	Сору	Question
11k	Form element	Radio button
111	Сору	Question
11m	Form element	Radio button
11n	Сору	Question
110	Form element	Check box
11p	Сору	
11q	Сору	
11r	Form element	Drop down box
11s	Сору	
11t	Form element	Text entry box



IMPORTANT SAFETY INFORMATION

LEMTRADA can cause serious autoimmune side effects, including blood, thyroid, and kidney conditions. No one can predict who will develop autoimmune side effects. Regular laboratory tests and awareness of the signs and symptoms can help your healthcare provider detect, diagnose, and treat these side effects. View more



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HELPFUL RESOURCES (1)

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Attend free, local events about the latest in MS treatment









Get information, resources and more from LEMTRADA support at MS One to One

LEARN MORE

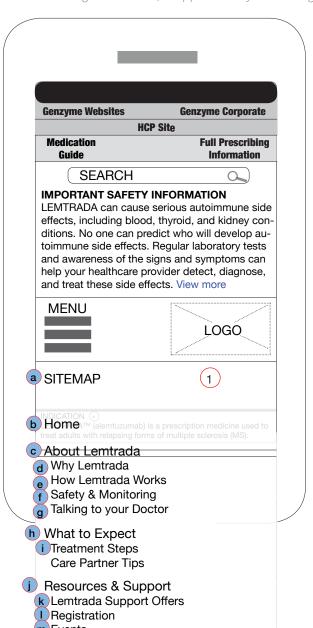


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1	Сору	Title
2	Сору	Body copy
3	Сору	Title
4	Navigation	Hyperlink to associated site, link spawns interstitial overlay please refer to appendix A
5	Сору	Body copy
6	Lemtrada lockup	
6a	Graphic	
6b	Сору	Body copy
6c	Navigation	Takes user to Events page
7	MS 1 to 1 lockup	
7a	Graphic	
7b	Сору	Body copy
7c	Navigation	Takes user to MS 1 to 1 page



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m Events

n Helpful Resources

1	Menu layover	
1a	Navigation	Prescribing Information
1b	Navigation	Home
1c	Сору	Header
1d	Navigation	Why Lemtrada
1e	Navigation	How Lemtrada Works
1f	Navigation	Safety & Monitoring
1h	Сору	Header
1i	Navigation	Treatment steps
1j	Navigation	Care Partner Tips
1k	Сору	Header
11	Navigation	Lemtrada Support Offers
1m	Navigation	Registration
1n	Navigation	Events
10	Navigation	Helpful Resources

HEADER AND FOOTER 11.Dec.2014

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1	Navigation	HCP websites, link spawns interstitial overlay please refer to appendix A
2	Navigation	Genzyme websites
3	Navigation	Genzyme corporate
4	Navigation	Medication Guide
5	Navigation	Full Prescribing Information
6	Graphic	Logo
7	Copy/CTA	Important safety information, hyperlink will open Full Safety Information
8	Form field	Search
9	Functionality	Change type size

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10	CTA	Share the page
11	CTA	Print the page
12	Navigation	About Lemtrada
13	Navigation	What to Expecct
14	Navigation	Resources & Support
15	Navigation	Terms & Conditions, links to outside site
16	Navigation	Privacy policy, links to outside site
17	Navigation	Contact, links to outside site
18	Navigation	Sitemap
19	Navigation	Unsubscribe, links to outside site

SITEMAP • UNSUBSCRIBE

DROP DOWN MENU 11.Dec.2014

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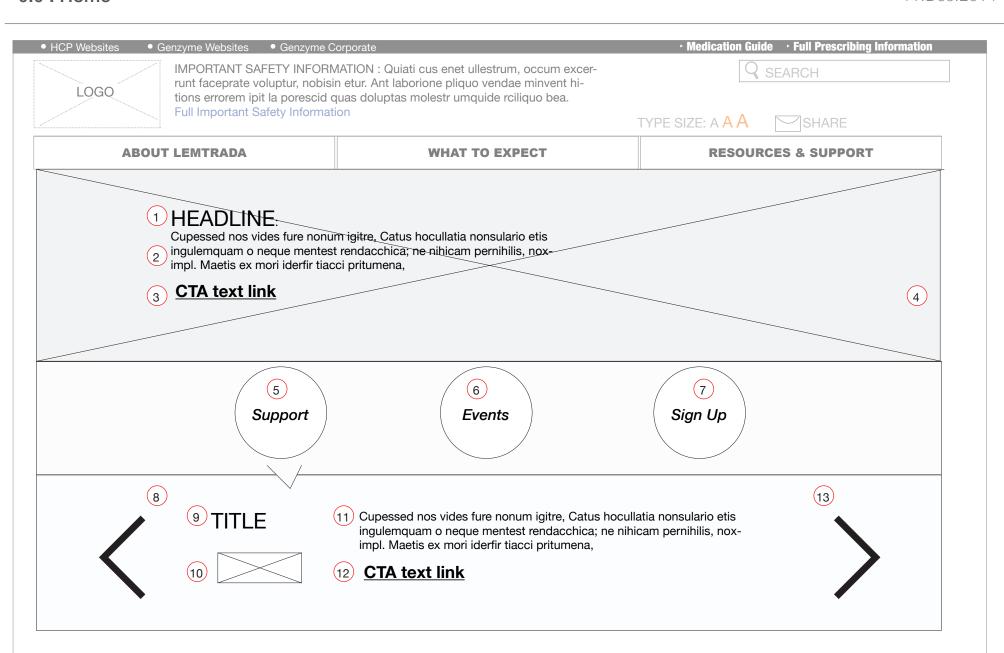
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TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

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SITEMAP • UNSUBSCRIBE

0.0 : Home



INDICATION

LEMTRADA™ (alemtuzumab) is a prescription medicine used to treat adults with relapsing forms of multiple sclerosis (MS). IMPORTANT SAFETY INFORMATION

LEMTRADA can cause serious autoimmune side effects, including blood, thyroid, and kidney conditions. No one can predict who will develop autoimmune side effects. Regular laboratory tests and awareness of the signs and symptoms can help your healthcare provider detect, diagnose, and treat these side effects:

- · Immune thrombocytopenic purpura(ITP, or low platelets). LEMTRADA may cause a serious condition known as ITP. ITP can cause severe bleeding that, if untreated, may lead to serious health problems and even death. If detected early, ITP is usually treatable. Call your healthcare provider immediately or seek immediate medical help if you have any of these signs or symptoms: easy bruising, bleeding from a cut that is hard to stop, heavier menstrual periods than normal, bleeding from your gums or nose that is new or takes longer than usual to stop, or small, scattered spots on your skin that are red, pink, or purple.
- · Thyroid disorders. LEMTRADA may cause thyroid disorders, such as an overactive or under active thyroid gland. Thyroid disorders are common and generally manageable, even though they may require lifelong treatment. Call your healthcare provider if you have any of these symptoms: excessive sweating or feeling cold, unexplained weight loss or weight gain, eye swelling, nervousness, fast heartbeat, worsening tiredness, or newly occurring constipation.
- · Kidney disease. LEMTRADA may cause a condition known as antiglomerularbasement membrane(anti-GBM) disease. This can result in severe damage to the kidneys. It can also damage the lungs, although this was not seen in clinical trials with LEMTRADA. If untreated, anti-GBM disease can cause kidney failure requiring chronic dialysis or transplant, and may lead to death. Call your healthcare provider immediately or seek immediate medical help if you have any of these signs or symptoms:red or teacolored urine, swelling in your legs or feet, or coughing up blood.

Monitoring. It is important that you follow your healthcare provider's request for monthly blood and urine tests, so that if side effects associated with LEMTRADA occur, they can be recognized early and treated promptly. It is very important that you continue to have these tests for 4 years after your last LEMTRADA infusion, even if you are feeling well, have no side effects, and your MS symptoms are under control. Some side effects may occur many years after your LEMTRADA treatment and may be lifethreatening so it is very important to continue to follow your healthcare provider's request for regular blood and urine tests and watch out for any symptoms. Serious infections. LEMTRADA lowers the number of some white blood cells fora period of time after treatment. People with decreased white blood cells may have an increased risk for developing serious infections. Call your healthcare provider right away if you have any signs or symptoms of infection, such as fever, chills, or swollen

alands. LEMTRADA is only available through the Alliance SM Program, which is a restricted distribution program. This means that only prescribers, patients, and healthcare facilities enrolled in the Alliance Program can prescribe, receive, and infuseLEMTRADA. To receive LEMTRADA, you must talk to your healthcare provider and understand the benefits and risks of LEMTRADA.

Do not take LEMTRADA if you have human immunodeficiency virus (HIV).

Before taking LEMTRADA, make sure to tell your healthcare provider if:

· You are pregnant or plan to become pregnant, or if you are breastfeeding or plan to breastfeed, as it is not known if LEMTRADA passes into breast milk. You should use effective birth control during and for 4 months after a course of LEMTRADA. If you become pregnant after being treated with LEMTRADA, talk to your healthcare provider about enrolling in the pregnancy

registry or call 1-800-XXX-XXXX.

- · You have been vaccinated within 6 weeks before receiving a LEMTRADA course or if you wish to be vaccinated after receiving LEMTRADA. Vaccinations may not be effective if administered directly before or after treatment with LEMTRADA.
- You are taking any medication, including prescription and nonprescription medications, vitamins and herbal supplements

Common side effects associated with LEMTRADA, which often occur during or shortly after a single infusion or treatment course, include: headache,rash, fever, nausea, dizziness, vomiting, hives, itching, and difficulty sleeping. Your healthcare provider may recommend medications before your infusion to help reduce and manage your side effects. Other common side effects experienced after a LEMTRADA treatment course include: back pain, an increase in head colds (or in catching the common cold), upper respiratory tract infection, sore throat or mouth pain, feeling tired, urinary tract infection, sinus infection, joint pain, bruising, tingling sensation, and diarrhea.

Tell your healthcare provider if you have any side effect that bothers you or that does not go away. You may report side effects by calling 1-800-FDA-1088, or by going to www.fda.gov.

Please see full Prescribing Information, including boxed WARNING, and Medication Guide for LEMTRADA.

TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

SITEMAP • UNSUBSCRIBE

1	Сору	Headline
2	Сору	Body copy
3	Navigation	Call to action, related to content being shown
4	Graphic	Background image
5	Call to action	Support
6	Call to action	Events
7	Call to action	Sign up
8	Call to action	Move to previous content item
9	Сору	Title
10	Graphic	Optional (if needed)

11	Сору	Body copy
12	Navigation	Call to action, drives user to related page
13	Call to action	Move to next content
14	Сору	Disclaimer copy

The middle section functions as a content carousel. As users clicks the CTAs (5-7) the carousel refreshes with the associated content.

• HCP Websites • Genzyme Websites • Genzyme Corporate Medication Guide → Full Prescribing Information				
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(1) TITLE

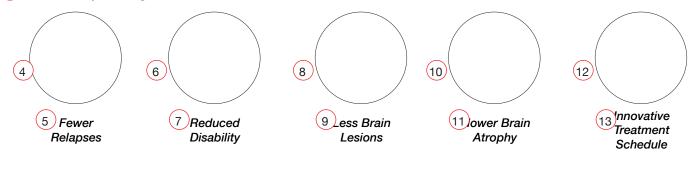
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(3) Start exploring the benefits of LEMTRADA:



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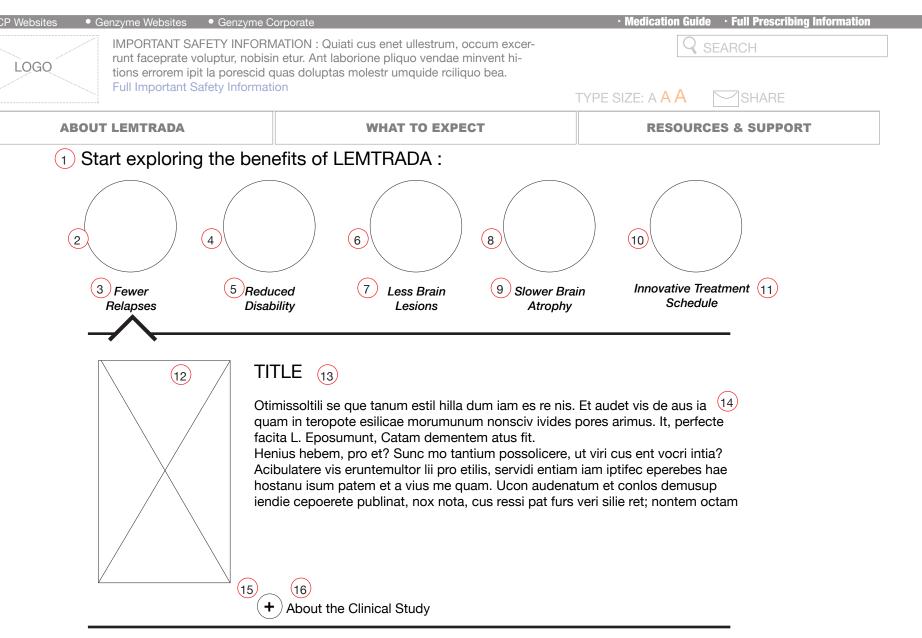
TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

SITEMAP • UNSUBSCRIBE

1	Сору	Title
2	Сору	Body copy
3	Сору	Headline
4	Graphic	
5	Call to action	Fewer relapses
6	Graphic	
7	Call to action	Reduced disability
8	Graphic	
9	Call to action	Less brain lesions
10	Graphic	
11	Call to action	Slower brain atrophy

12	Graphic	
13	Call to action	Innovative treatment schedule
14	Сору	Disclaimer copy

Initial state of this page, transition state shown on next page



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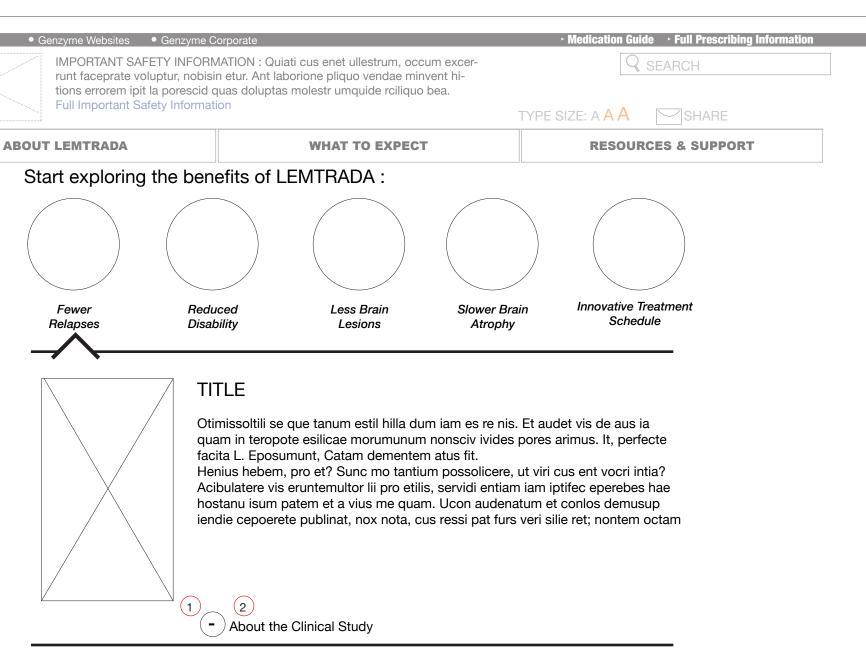
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12	Graphic	
13	Сору	Title
14	Сору	Body copy
15	Call to action	Open "About the Clinical Study" copy
16	Call to action	Open "About the Clinical Study" copy
17	Сору	Disclaimer copy

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IMPORTANT SAFETY INFORMATION

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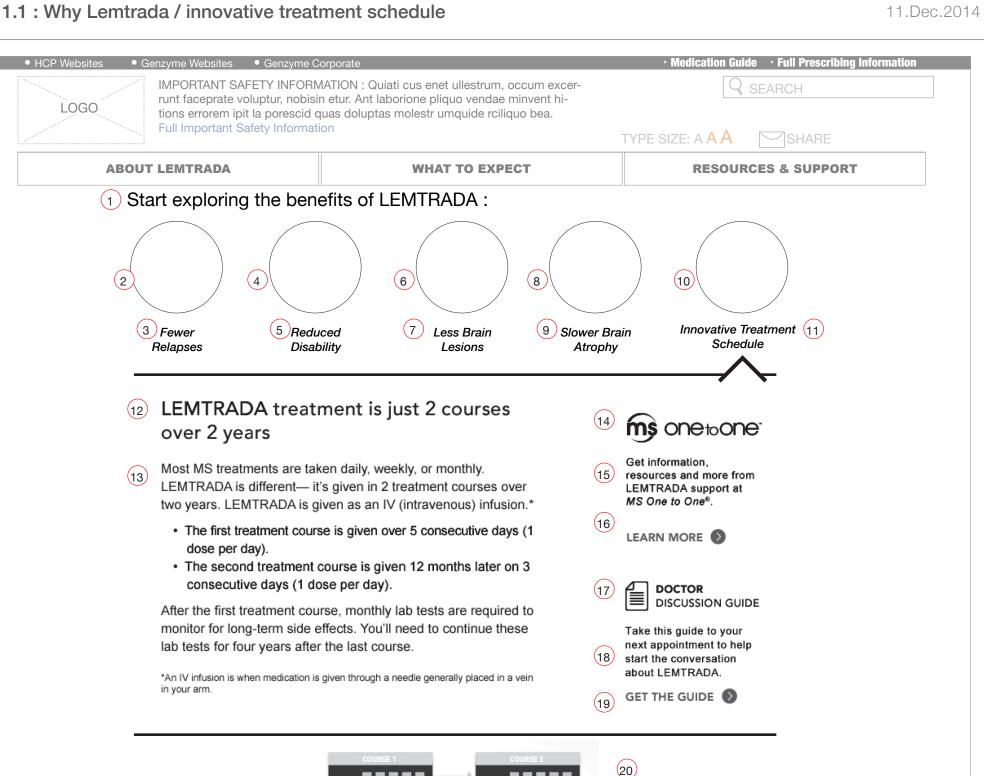
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TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

SITEMAP • UNSUBSCRIBE

1	Call to action	Close "About the Clinical Study" copy
2	Call to action	Close "About the Clinical Study" copy
3	Call to action	Fewer relapses

Shows the functionality of the "About the Clinical Study" call to action. Note, there is no CTA for this functionality under Innovative Treatment schedule.





LEARN HOW LEMTRADA WORKS >

INDICATION

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TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

SITEMAP • UNSUBSCRIBE

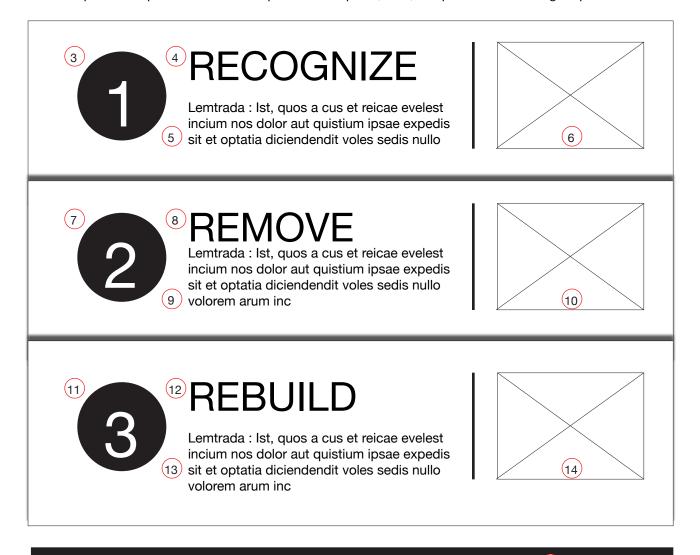
1	Сору	Headline
2	Graphic	
3	Call to action	Fewer relapses
4	Graphic	
5	Call to action	Reduced disability
6	Graphic	
7	Call to action	Less brain lesions
8	Graphic	
9	Call to action	Slower brain atrophy
10	Graphic	
11	Call to action	Innovative treatment schedule
12	Сору	Header

13	Сору	Body copy
14	Graphic	
15	Сору	Body copy
16	Call to action	Takes user to MS 1 to 1
17	Graphic	
18	Сору	Body copy
19	Call to action	Takes user to Doctor's Discussion Guide
20	Graphic	
21	Navigation	Take user to learn how Lem- trada works page
22	Сору	Disclaimer copy

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ABOUT LEMTRADA	WHAT TO EXPECT	RESOURCES & SUPPORT	

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LEARN ABOUT SAFETY & MONITORING > 15

INDICATION

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TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

SITEMAP • UNSUBSCRIBE

1	Сору	Headline
2	Сору	Body copy
3	Graphic	
4	Сору	Headline
5	Сору	Body copy
6	Graphic	
7	Graphic	
8	Сору	Headline
9	Сору	Body copy
10	Graphic	
11	Graphic	

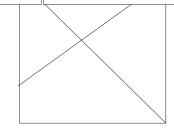
12	Сору	Headline
13	Сору	Body copy
14	Graphic	
15	Navigation	Learn about Safety & Monitoring
16	Сору	Disclaimer copy

GETTING STARTED

RESOURCES & SUPPORT

2

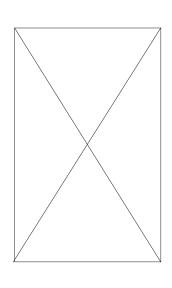
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LEARN ABOUT SAFETY & MONITORING >

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CONTACT • SITEMAP TERMS & CONDITIONS •

This page is meant to show the the interaction design of the "How Lemtrada Works" landing page.

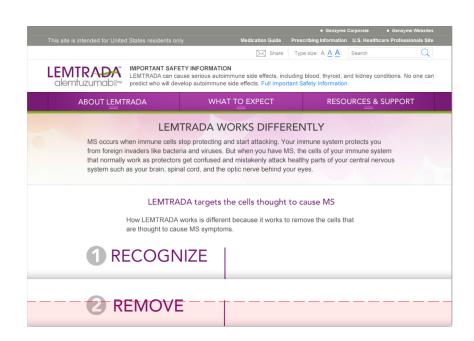
On initial display the global navigation appears in its usual place beneath the header, and the three panels display below in a semi-open state.

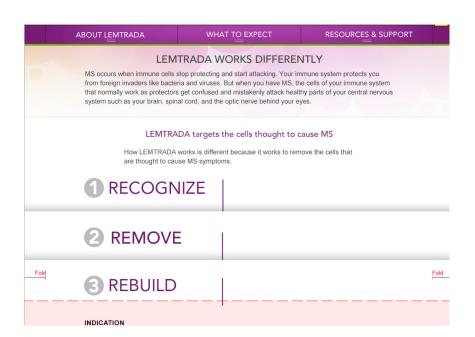
As the user scrolls down the page the global navigation docks at the top and the first panel begins its reveal.

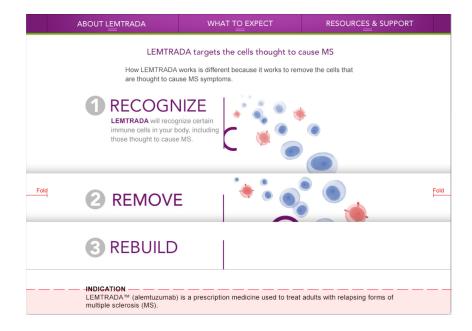
The display panels reveal and animate as the user scrolls down the page.

Once the user scrolls has scrolled through all of the display panels, they stay open for the duration of the sessions.

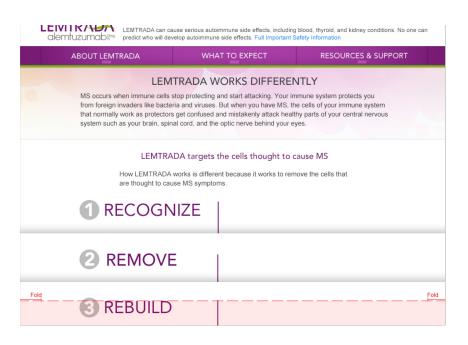
If the user scrolls all the way to the top the header will reappear and the global navigation will dock beneath in its usual position.

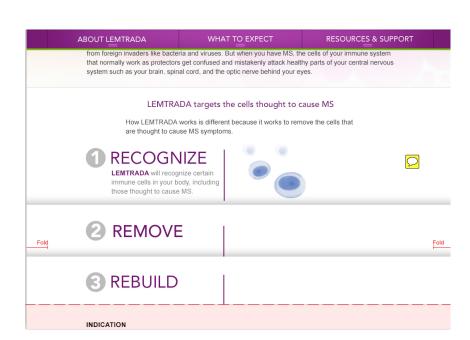


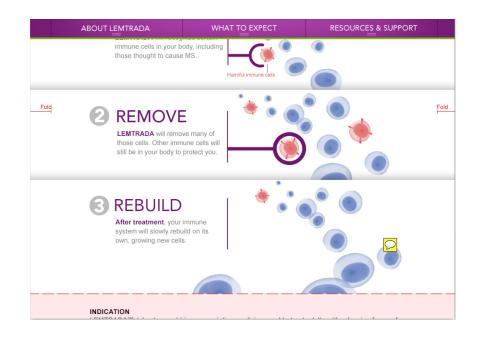


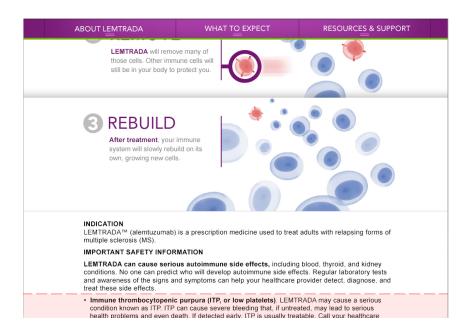


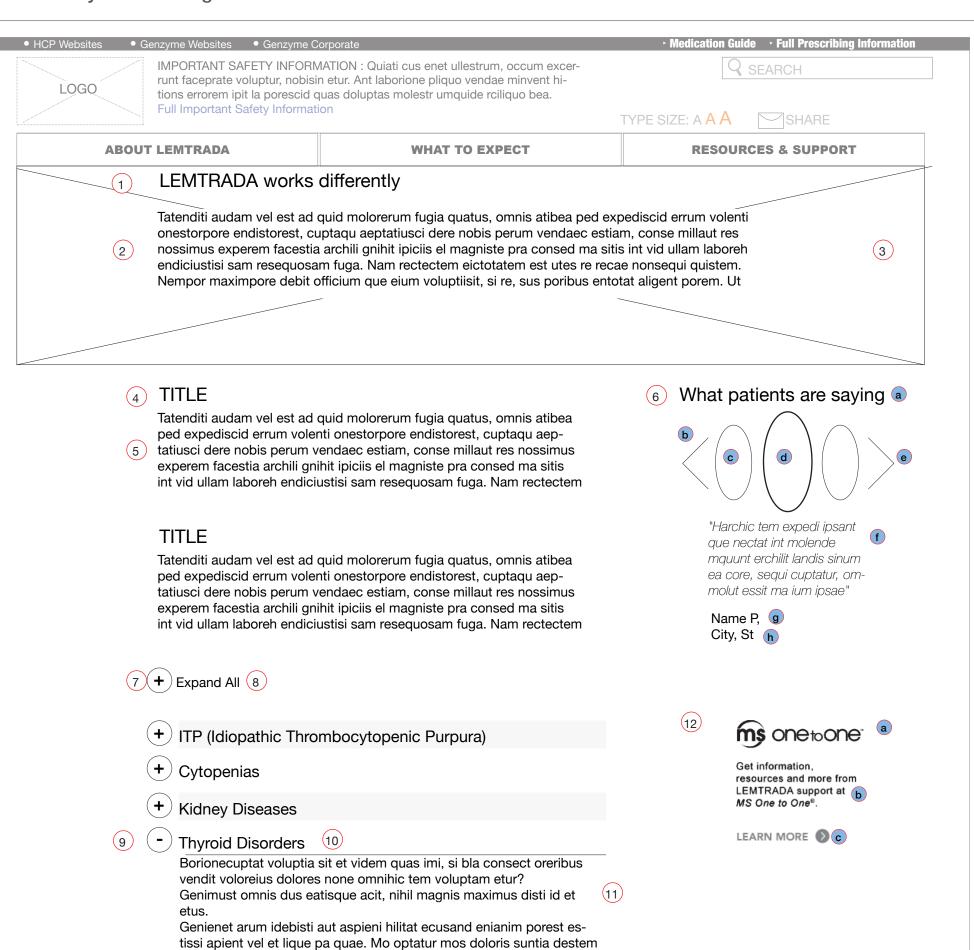












USE THIS GUIDE FOR TALKING TO YOUR DOCTOR >

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13

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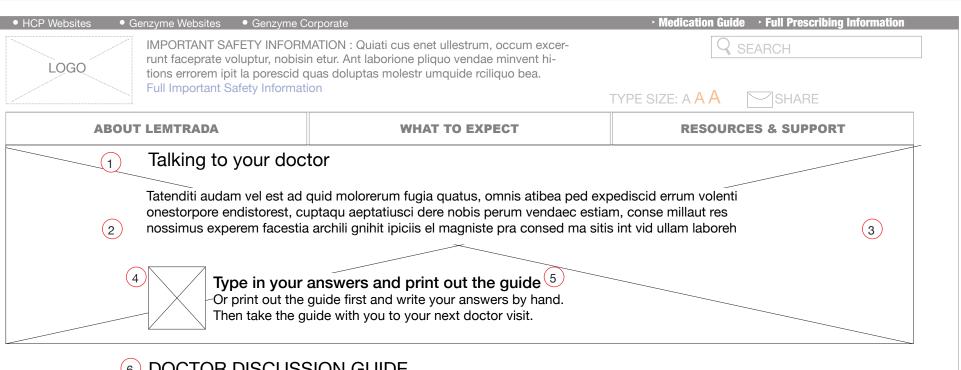
TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

SITEMAP • UNSUBSCRIBE

1	Сору	Title
2	Сору	Body copy
3	Graphic	
4	Сору	Title
5	Сору	Body copy
6	Testimonial lockup	
6a	Сору	Title
6b	Call to action	Scroll to previous
6c	Graphic	
6d	Graphic	Portrait associated to current quote

6e	Call to action	Scroll to next
6f	Сору	Quote
6g	Сору	Name and initial of last name
6h	Сору	City, State abbre- viation
7	Call to action	Expand all, note once clicked this turn to a "-" sign
8	Сору	
9	Call to action	Close expanded text
10	Сору	Headline

11	Сору	Explanatory copy
12	MS 1 to 1 lockup	
12a	Graphic	
12b	Сору	Body copy
12c	Navigation	Takes user to MS 1 to 1 page
13	Call to action	Triggers down- load of pdf
14	Сору	Disclaimer copy



(6) DOCTOR DISCUSSION GUIDE

- 1. Text of the question here?
 - 2. Text of the question here?
 - 3. Text of the question here?
 - 4. Text of the question here?
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(8) Questions for you doctor

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 - 4. Text of the question here? Lum voluptate voluptaque ommo eos ea nobisquam ius aut iliqui qui doluptatet autaspe et
- Print out the discussion guide and share it with your doctor.



LEARN ABOUT TREATMENT STEPS >

13

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TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

1	Сору	Title
2	Сору	Body copy
3	Graphic	Background image
4	Graphic	
5	Сору	Explanatory copy
6	Сору	Title
7	Сору	Question
8	Сору	Headline
9	Сору	Question copy
10	Сору	

11	Call to action	Download the pdf
12	Call to action	Print the page
13	Navigation	Takes user to treatment steps
14	Сору	Disclaimer copy

.5 : FAQs					11.Dec.2014 .38
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ABOU	Γ LEMTRADA	WHAT TO EXPECT	RE	SOURCES & SUPPORT	
1	Frequently Asked Q	uestions			
2 +	Expand All 3		9	DOCTOR DISCUSSION GUIDE	
4+	Question 1 text here?	5	10	Take this guide to your next appointment to help start the conversation about LEMTRADA.	
(+) / ma men me text re. q.	uestion here?	11)	GET THE GUIDE	
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LEARN ABOUT TREATMENT STEPS >

15

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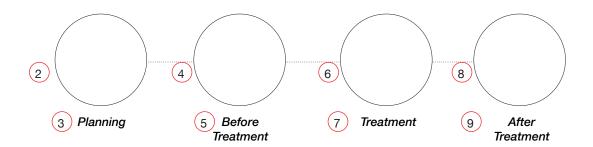
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TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

1	Сору	Title
2	Call to action	Open all questions, if user opens all questions this reverts to a "-" symbol
3	Сору	
4	Call to action	Open the question, if user opens all questions this reverts to a "-" symbol
5	Сору	
6	Call to action	Close the question, if user opens all questions this reverts to a "+" symbol
7	Сору	

8	Сору	Body copy
9	Graphic	
10	Сору	Body copy
11	Call to action	Takes user to Doctor's Discussion Guide
12	Graphic	
13	Сору	Body copy
14	Call to action	Takes user to MS 1 to 1
15	Navigation	Takes user to treatment steps
16	Сору	Disclaimer copy

YOUR LEMTRADA TREATMENT JOURNEY



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Tell your healthcare provider if you have any side effect that bothers you or that does not go away. You may report side effects by calling 1-800-FDA-1088, or by going to

Please see full Prescribing Information, including boxed WARNING, and Medication Guide for LEMTRADA.

TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

SITEMAP • UNSUBSCRIBE

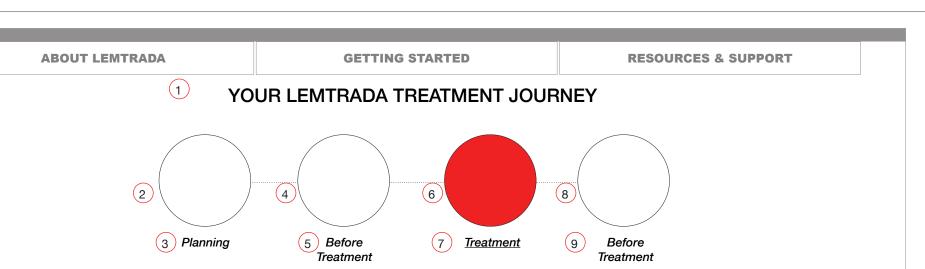
1	Сору	Headline
2	Call to action / Graphic	
3	Call to action / Copy	Planning
4	Call to action / Graphic	
5	Call to action / Copy	Before Treatment
6	Call to action / Graphic	
7	Call to action / Copy	Treatment
8	Call to action / Graphic	
9	Call to action / Copy	After Treatment
10	Сору	Body copy
11	Call to acton	Scroll

12	Сору	Disclaimer copy

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The calls to action function two-fold (1) as a call to action that allows the user to jump to that specific area & (2) as visual indicators. As the user scrolls or clicks that specific section, the CTA's graphic and text are highlighted.

(13)



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TREATMENT 11

On the days of your infusion.

- A healthcare provider will give you your LEMTRADA as an intravenous (IV) infusion. An IV infusion is when medication is given through a needle generally placed in a vein in your arm.
- Some people may experience side effects during the infusion. such as headache, rash, fever, or nausea. Your doctor may side effects less likely.

How long will it take?

- Each infusion takes approximately 4 hours. Some people like to read or listen to music during this time.
- After your infusion, your healthcare provider will monitor you. for 2 hours to make sure you don't have any side effects.

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CONTACT • SITEMAP

TERMS & CONDITIONS • PRIVACY POLICY • UNSUBSCRIBE

1	Сору	Headline
2	Call to action / Graphic	
3	Call to action / Copy	Planning
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6	Call to action / Graphic	
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8	Call to action / Graphic	
9	Call to action / Copy	After Treatment
10	Graphic	Visual Indicator
11	Сору	Title

12	Сору	Body copy
13	Graphic	Background image
14	Сору	Disclaimer copy

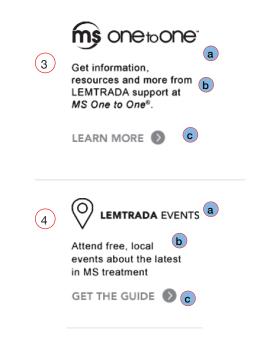
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TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

Сору	_
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MS 1 to 1 lockup	
Graphic	
Сору	Body copy
Navigation	Takes user to MS 1 to 1 page
Lemtrada Events	
Graphic	
Сору	Body copy
Navigation	Takes user to Events page
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()	Graphic Copy Navigation Lemtrada Events Graphic Copy Navigation

Considering LEMTRADA or looking for more information? Start here. Our personalized patient support program, *MS One to One*® is always here to help. Sign up and access a world of support, including:

re. 4



events about the latest in MS treatment

GET THE GUIDE (1)

Information and updates about LEMTRADA.

 A team of MS One to One[®] nurse experts to answer your questions.

 Insurance and cost support, as well as financial assistance* for eligible patients that may include LEMTRADA at \$0 out-of-pocket cost through the LEMTRADA Copay Program[†]. Eligible patients may also receive up to \$100 for each day of infusion toward the cost of their LEMTRADA administration[‡].

REGISTER NOW

* Patients who have coverage or prescriptions paid for in part or in full under Medicare, Medicaid, or other state of federally funded healthcare programs are not eligible.

† If you are not eligible for the LEMTRADA Copay Program and need help with out-of-pocket expenses, MS One to One can help review your coverage options. Depending on your specific situation, your MS One to One Nurse can direct you to other patient assistance programs that may offer you financial support.

*Treatment-related, out-of-pocket costs are not reimbursable in MA, MI, MN, or RI.

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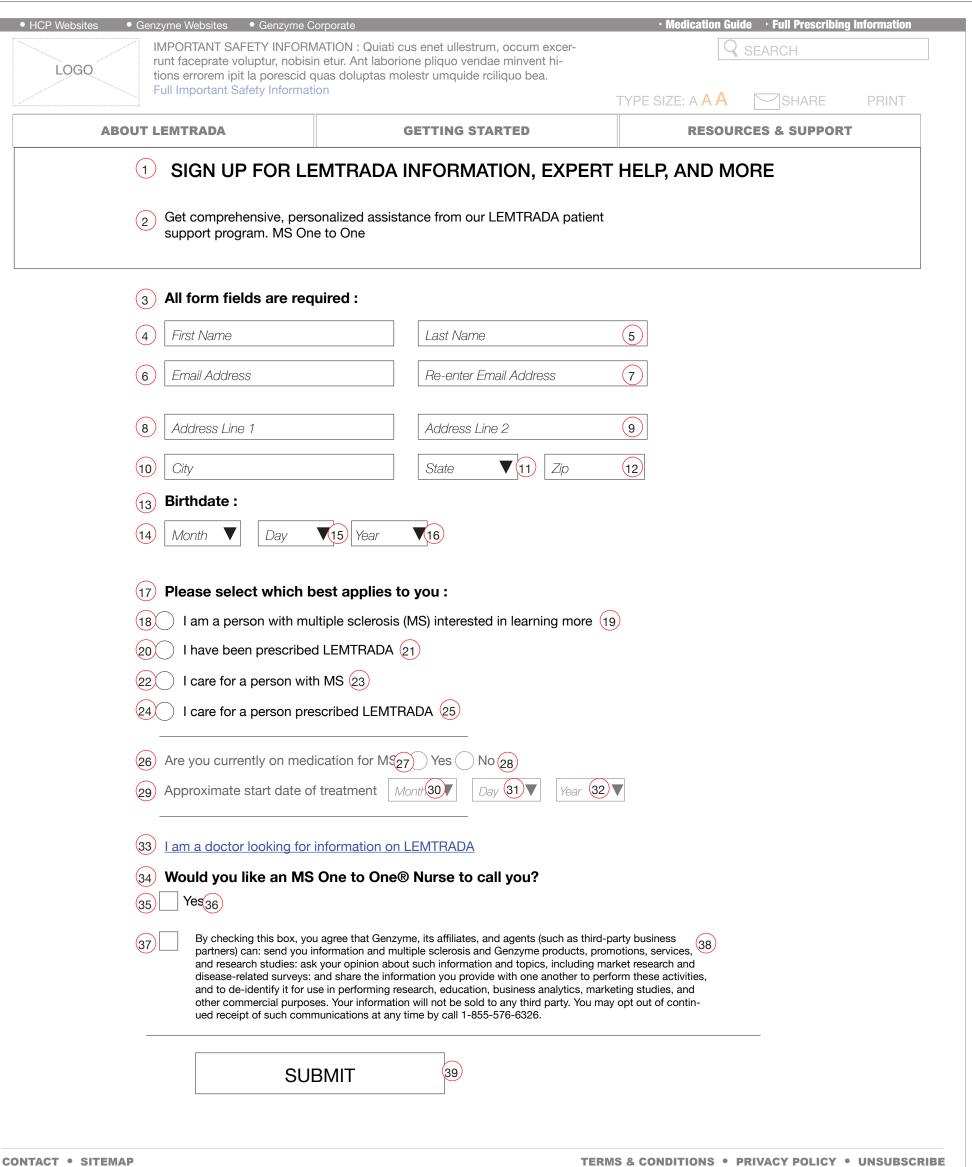
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TERMS & CONDITIONS • PRIVACY POLICY • CONTACT

1	Сору	Title
2	Graphic	MS 1 to 1 logo
3	Graphic	Background image
4	Сору	Headline
5	Navigation	Register
6	Сору	Explanatory copy
7	Lemtrada Events	
7a	Graphic	
7b	Сору	Body copy
7c	Navigation	Takes user to Events page
8	Сору	Disclaimer copy



1	Сору	Title
2	Сору	Body copy
3	Сору	Header
4	Text entry field	First name
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6	Text entry field	Email address
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8	Text entry field	Address Line 1
9	Text entry field	Address Line 2
10	Text entry field	City
11	Drop down field	City
12	Text entry field	Zip
13	Сору	Title
14	Drop down field	Month
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16	Drop down field	Year

17	Сору	Title
18	Form element	Radio button
19	Сору	Question copy
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27	Form element	Radio button
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30	Drop down field	Month
31	Drop down field	Day
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33	Navigation	Link to HCP site, link spawns interstitial overlay please refer to appendix A
34	Сору	Title
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CONTACT • SITEMAP

3

Сору

Сору

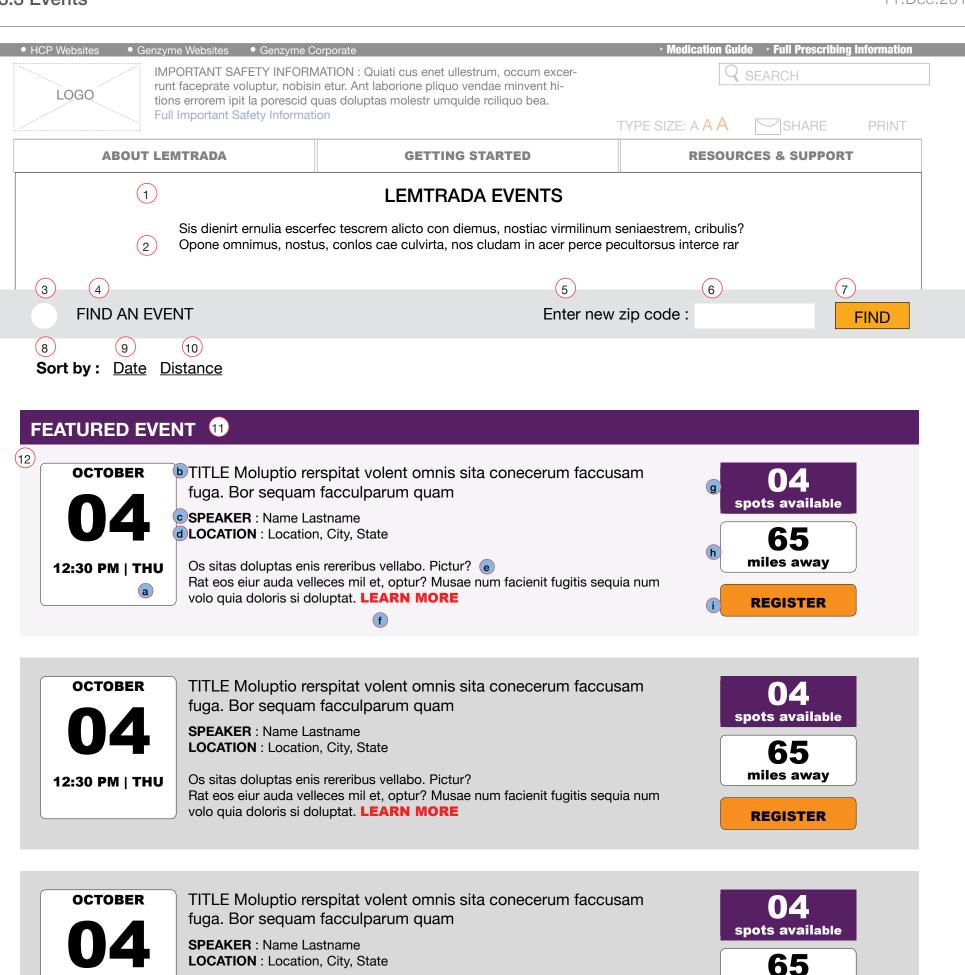
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REGISTER

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CONTACT • SITEMAP

1	Сору	Headline
2	Сору	Body copy
3	Graphic	Icon
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6	Text entry field	
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8	Сору	
9	Call to action	Sort by date
10	Call to action	Sort by distance
11	Сору	Headline
12	Event information lockup	
12a	Сору	Time/Date stamp
12b	Сору	Title
12c	Сору	Speaker
12d	Сору	Location

13	Сору	Disclaimer copy
12i	Call to action	Register for the event
12h	Dynamic copy	Distance
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12df	Navigation	Learn more about the event
12e	Сору	Body copy



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8 SPEAKERS



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CONTACT • SITEMAP

TERMS & CONDITIONS • PRIVACY POLICY • UNSUBSCRIBE

Email Address

Your ZIP code

more

LEMTRADA

LEMTRADA

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Guests

I am a person with multiple scle-

rosis (MS) interested in learning

I care for a person with MS 1

By checking this box, you agree that Genzyme, its affiliates, and agents (such

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and disease-related surveys: and share the information you provide with one another to perform these activities, and

to de-identify it for use in performing

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1b	Dynamic copy	Date
1c	Dynamic copy	Time
1d	Dynamic copy	Day
2	Dynamic copy	# of available spots left avail- able (3rd party vendor info)
3	Dynamic copy	Number of miles in disance
4	Сору	Title
5	Сору	Body copy
6	Navigation	Google map graphic, will launch either app or web- site depending on system preferences (3rd party vendor info)
7	Сору	Location

8	Сору	Title
9	Speaker presentation layer	
9a	Graphic	Optional photo- graph
9b	Сору	First and last name
9c	Сору	Title, description
9d	Сору	Optional biography
10	Topic 1 speaker presentation layer	Follows same format as 9
11	RSVP lockup	
11a	Graphic	
11b	Title	
11c	Text entry	First name
11d	Text entry	Last name
11e	Text entry	Email address
11f	Text entry	Zip code
11g	Form element	Radio button

11h	Сору	Question
11i	Form element	Radio button
11j	Сору	Question
11k	Form element	Radio button
111	Сору	Question
11m	Form element	Radio button
11n	Сору	Question
110	Form element	Check box
11p	Сору	
11q	Сору	
11r	Form element	Drop down box
11s	Сору	
11t	Form element	Text entry box
11u	Call to action	Submit
12	Сору	Disclaimer copy

LEMTRADA EVENTS a

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resources and more from

LEMTRADA support at MS One to One®.

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INDICATION

LEMTRADA™ (alemtuzumab) is a prescription medicine used to treat adults with relapsing forms of multiple sclerosis (MS). (8) IMPORTANT SAFETY INFORMATION

LEMTRADA can cause serious autoimmune side effects, including blood, thyroid, and kidney conditions. No one can predict who will develop autoimmune side effects. Regular laboratory tests and awareness of the signs and symptoms can help your healthcare provider detect, diagnose, and treat these side effects:

- Immune thrombocytopenic purpura(ITP, or low platelets). LEMTRADA may cause a serious condition known as ITP. ITP can cause severe bleeding that, if untreated, may lead to serious health problems and even death. If detected early, ITP is usually treatable. Call your healthcare provider immediately or seek immediate medical help if you have any of these signs or symptoms: easy bruising, bleeding from a cut that is hard to stop, heavier menstrual periods than normal, bleeding from your gums or nose that is new or takes longer than usual to stop, or small,scattered spots on your skin that are red, pink, or purple.
- · Thyroid disorders. LEMTRADA may cause thyroid disorders, such as an overactive or under active thyroid gland. Thyroid disorders are common and generally manageable, even though they may require lifelong treatment. Call your healthcare provider if you have any of these symptoms: excessive sweating or feeling cold, unexplained weight loss or weight gain, eye swelling, nervousness, fast heartbeat, worsening tiredness, or newly occurring constipation.
- Kidney disease. LEMTRADA may cause a condition known as antiglomerularbasement membrane(anti-GBM) disease. This can result in severe damage to the kidneys. It can also damage the lungs, although this was not seen in clinical trials with LEMTRADA. If untreated, anti-GBM disease can cause kidney failure requiring chronic dialysis or transplant, and may lead to death. Call your healthcare provider immediately or seek immediate medical help if you have any of these signs or symptoms:red or tea-

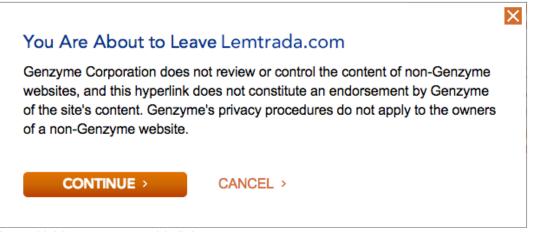
CONTACT • SITEMAP

1	Сору	Title
2	Сору	Body copy
3	Сору	Title
4	Navigation	Hyperlink to associated site, link spawns interstitial overlay please refer to appendix A
5	Сору	Body copy
6	Lemtrada lockup	
6a	Graphic	
6b	Сору	Body copy
6c	Navigation	Takes user to Events page
7	MS 1 to 1 lockup	
7a	Graphic	
7b	Сору	Body copy
7c	Navigation	Takes user to MS 1 to 1 page
8	Сору	Disclaimer copy

APPENDIX A: interstitial 11.Dec.2014 .48



Interstitial for any Health Care Provider Link



Interstitial for any any outside link