

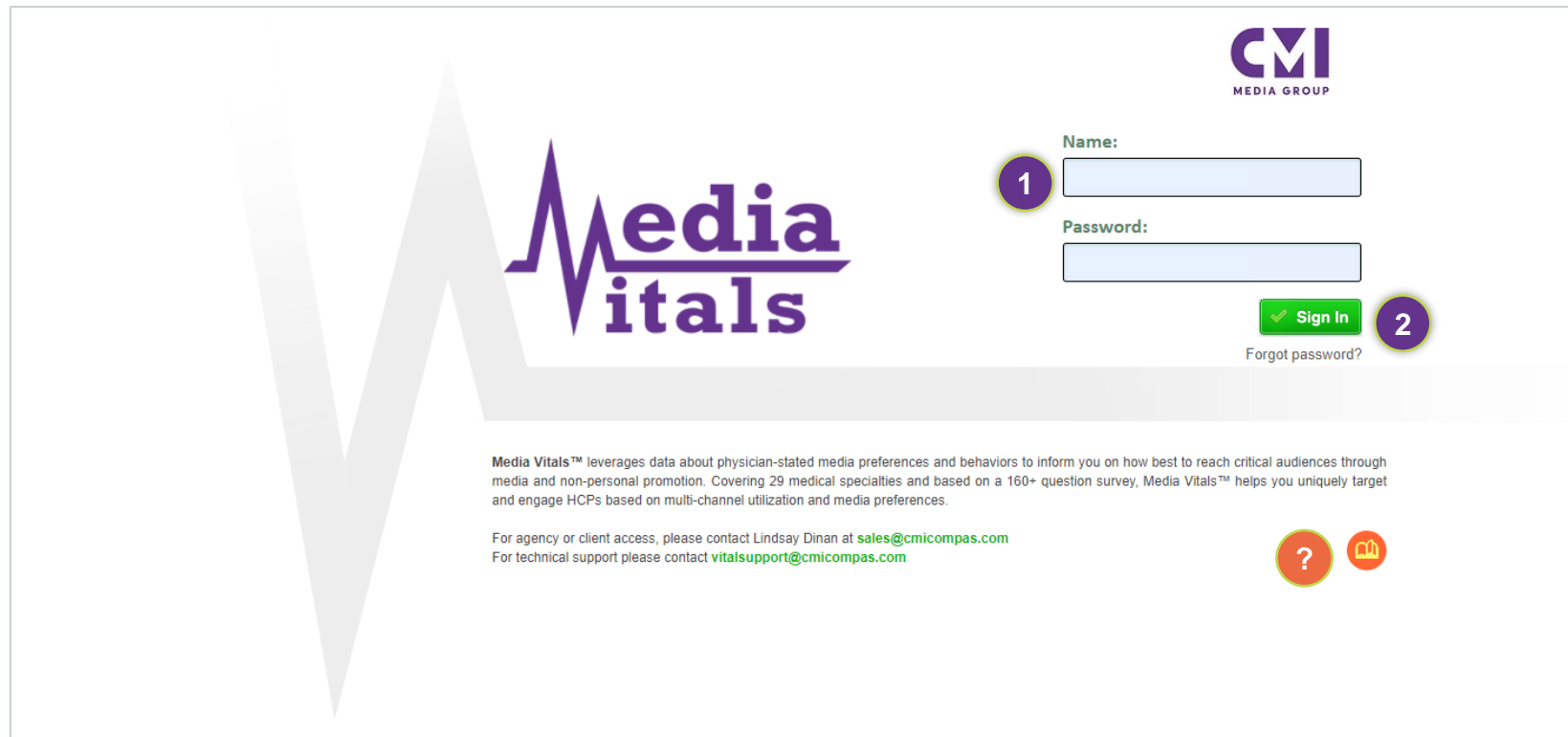
CMI Media Group Syndicated Research



**Media
Vitals**[™]

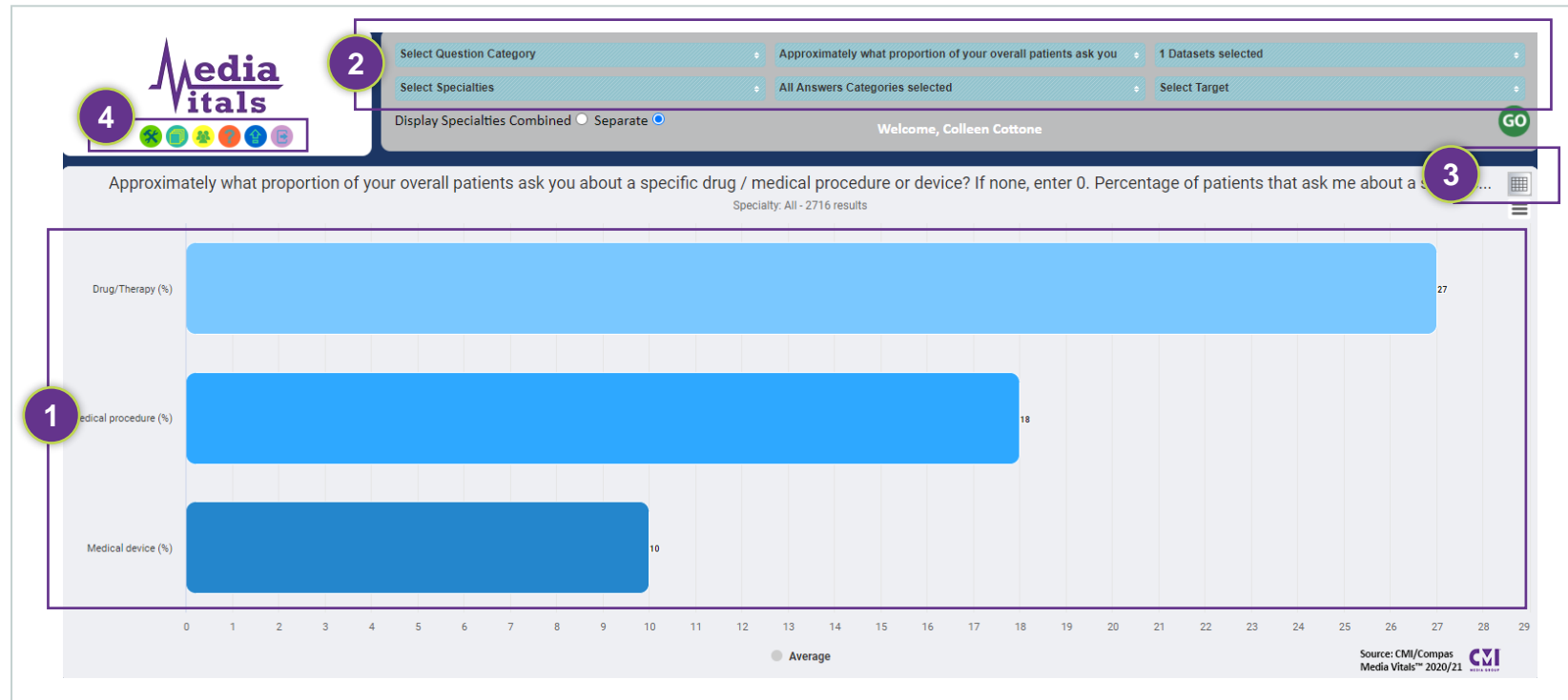


Sign In



- 1 Enter your Name and Password as provided to you
NOTE: If you are a CMI/Compas employee, please use your network login credentials then click the Windows Account Login button
- 2 Click on “Sign In”
 - For a user guide, click on the User Guide
 - If you have trouble with a password or need additional support, send an email with your concern to vitalsupport@infocures.com

Welcome Screen



The first screen will show:

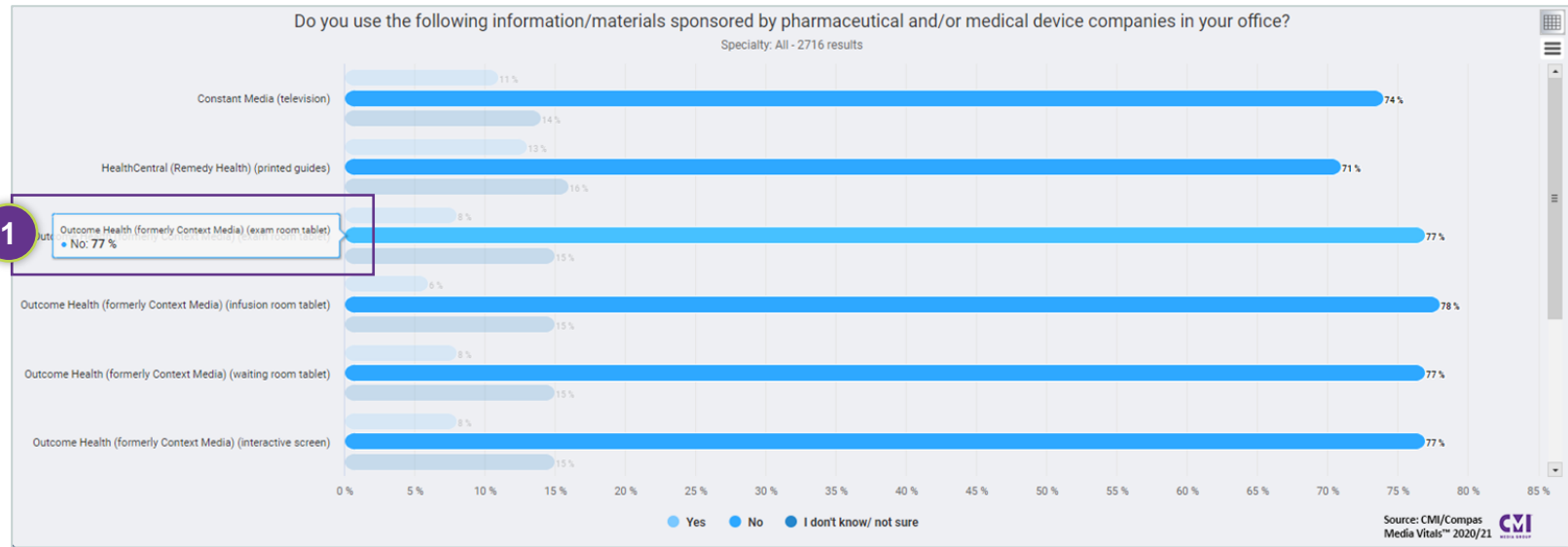
- 1 All the specialty/counts
- 2 Dropdown menus for customizing the data
- 3 An icon that allows for printing and exporting the data
- 4 Icons for Support, User Guide, and Logout

Customizing Your Data

The screenshot shows the MediaVitals search filter interface. At the top left is the MediaVitals logo. The main form contains several sections: a 'Select Question Category' dropdown menu, a 'Do you use the following information/materials sponsored by' dropdown menu, a '1 Datasets selected' dropdown menu, a 'Select Specialties' dropdown menu, an 'All Answers Categories selected' dropdown menu, and a 'Select Target' dropdown menu. Below these is a radio button group for 'Display Specialties Combined' (selected) and 'Separate'. A 'GO' button is in the top right corner. The user's name 'Welcome, Colleen Cottone' is displayed at the bottom. Five numbered callouts (1-5) are overlaid on the interface to highlight specific elements: 1 points to the 'Select Question Category' dropdown, 2 points to the 'Do you use the following information/materials sponsored by' dropdown, 3 points to the 'Select Specialties' dropdown, 4 points to the '1 Datasets selected' dropdown, and 5 points to the 'Display Specialties Combined' radio button.

- 1 In the dropdown menu, select a Question Category. This will narrow the question list to pull specific data relevant to that category (for example, any question that has information about Rep Interaction). Choose the default “Select Question Category” to display the entire list of questions in the Questions dropdown menu (#2)
- 2 List of questions available for the specified Question Categories.
- 3 Select up to 4 specialties
- 4 Narrow down data by choosing which dataset to use (e.g., 2020, 2021) and/or select a previously uploaded target list to better define the data.
- 5 Select Combined or Separate views for how the results should be displayed. **Combined** displays specialties in one chart. **Separate** displays each specialty as a separate chart.

Detail View



1 If you choose a question with a lot of detail, you can roll over a specific part of the chart and you will get a Detail View of the data below

Should you need to create charts or graphs not shown in this online tool, contact CMI Market Research.

Export as Excel

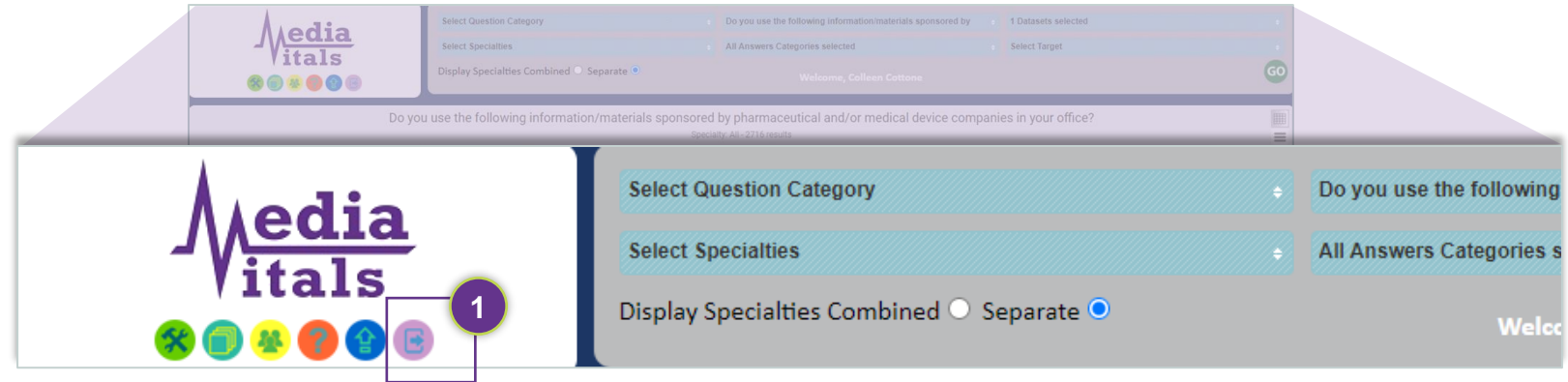
The screenshot shows the Media itals interface. At the top, there are filters for 'Select Question Category' (Do you use the following information/materials sponsored by), 'Select Specialties' (All Answers Categories selected), and '1 Datasets selected'. Below these are options for 'Display Specialties Combined' (Separate) and a 'GO' button. The main content area displays the question: 'Do you use the following information/materials sponsored by pharmaceutical and/or medical device companies in your office?'. Below the question is a table with the following data:


| Specialty: All - 2716 results | Yes | No | I don't know/ not sure |
|--|-----|-----|------------------------|
| Constant Media (television) | 11% | 74% | 14% |
| HealthCentral (Remedy Health) (printed guides) | 13% | 71% | 16% |
| Outcome Health (formerly Context Media) (exam room tablet) | 8% | 77% | 15% |
| Outcome Health (formerly Context Media) (infusion room tablet) | 6% | 78% | 15% |
| Outcome Health (formerly Context Media) (waiting room tablet) | 8% | 77% | 15% |
| Outcome Health (formerly Context Media) (interactive screen) | 8% | 77% | 15% |
| Patient Point (interactive screen) | 13% | 74% | 13% |
| Health Monitor (television) | 12% | 74% | 14% |
| Physician's Weekly (wall board) | 16% | 70% | 15% |

On the far right of the screen, there is an 'Export Table' button with a download icon, which is highlighted with a red circle and the number 1.

- 1 • To export the data shown on the screen, select the icon shown on the far right of the screen
- Save the Excel file to your hard drive

Logout



1 To logout, click on the icon at the top left of the screen . This will take you back to the login screen