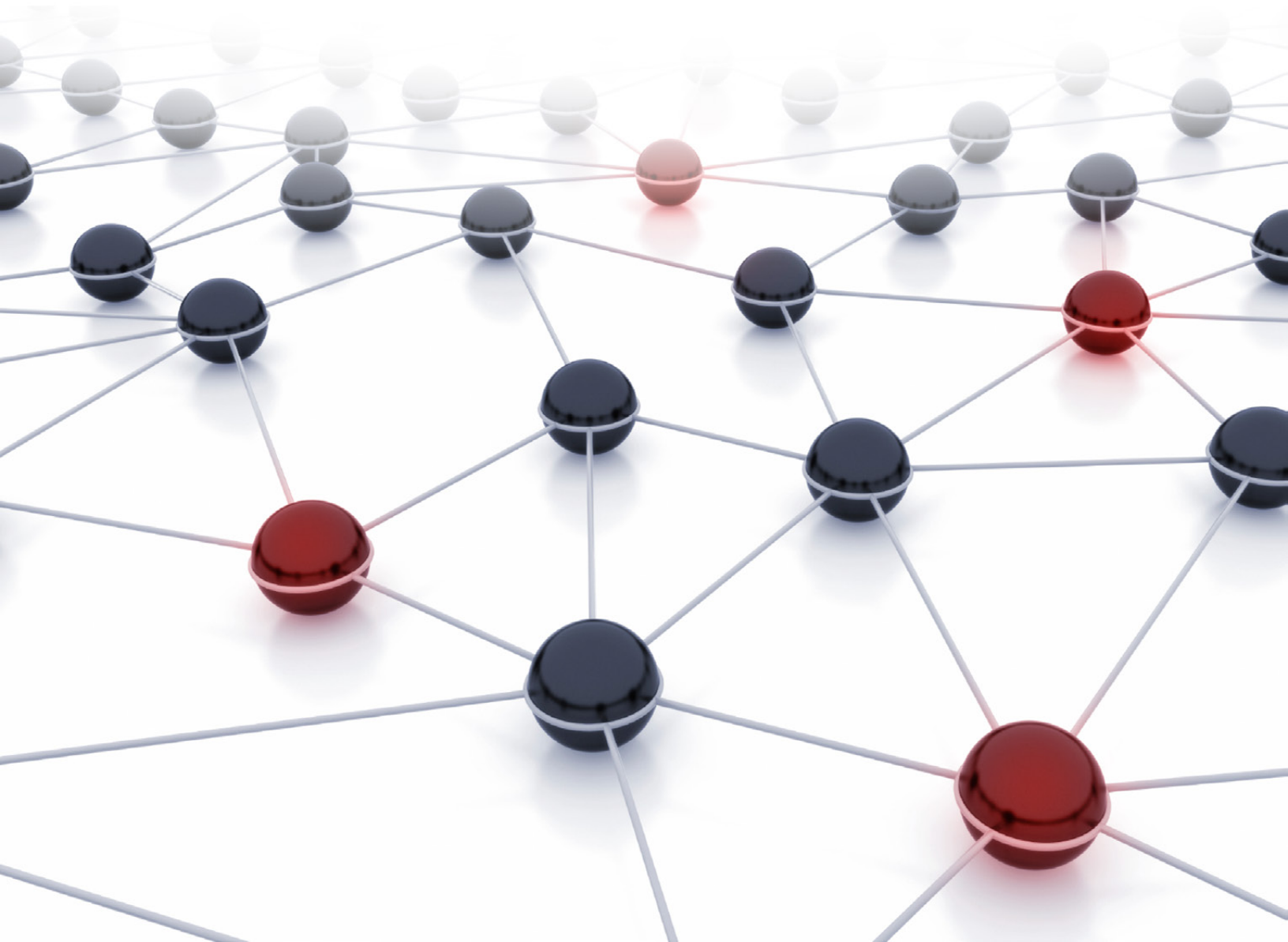


C·A·M·P·U·S·

Certification · Assessment · Management · Portal · University · System

tipmedia.com/index.html#prodCAMPUS



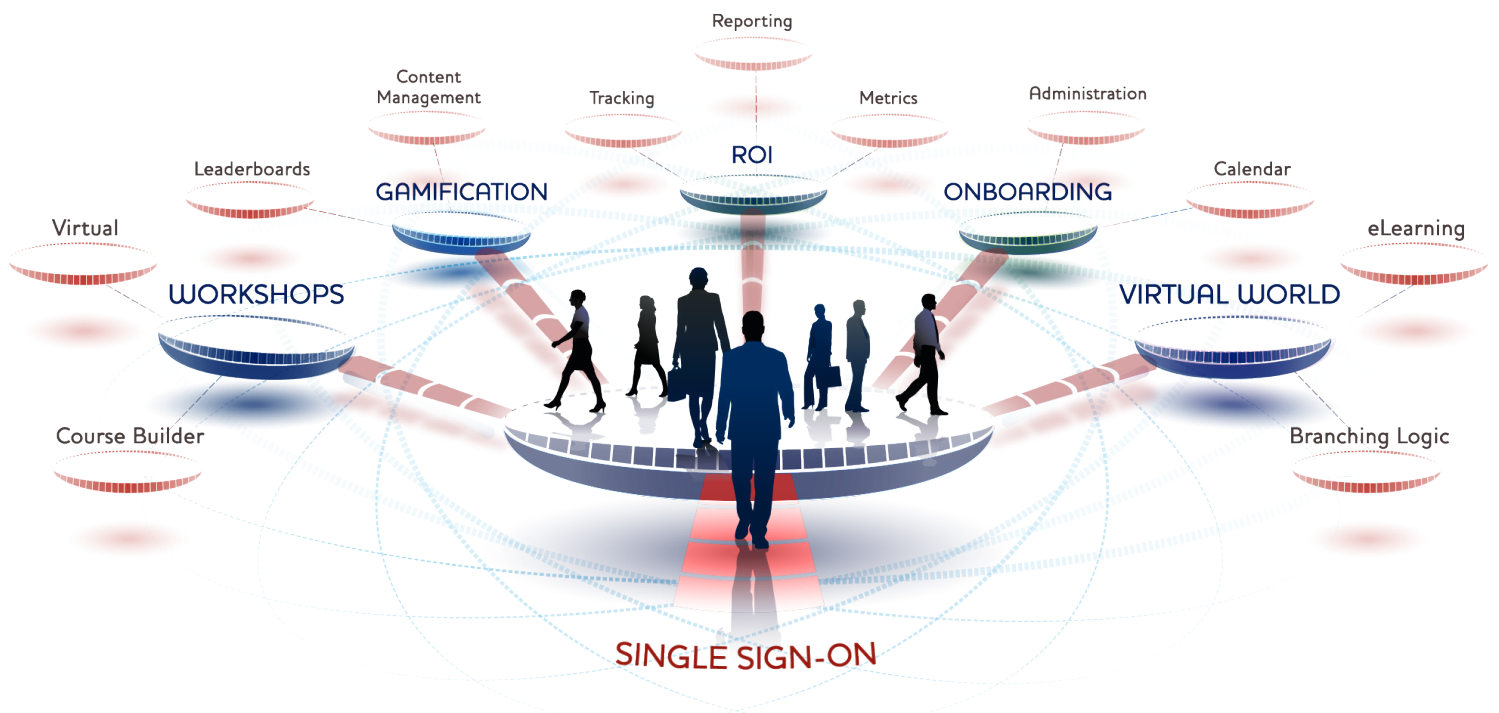
THE TPM CAMPUS SOLUTION:

The CAMPUS represents a customizable all-in-one virtual tracking and measuring solution designed specifically for the pharmaceutical industry sales force. It's a centralized location for representatives and managers to access both training and marketing tools.

Users can easily gain access to content tailored specifically for their needs. Through CAMPUS, managers are able to access a personalized dashboard where they can create customized reports and training strategies based on their business objectives. This streamlined system gives managers the ability to compare performance achievement, measure activity and gauge effectiveness intuitively and efficiently.

SUMMARY OF BENEFITS

- Standardized performance expectations and evaluations
- Improved individual performance through targeted development
- Increased awareness of district vs. national achievement via dashboard comparison of on-the-job assessments of performance
- Standardized performance expectations and evaluations
- Improved team performance through targeted development
- Immediate access to representatives' competency achievement and competency gaps, with links to resources to address gaps
- Dashboard comparison of district vs. national performance achievement



HOME
CALENDAR
LEARNING CENTER

SEARCH

CAMPUS

CERTIFICATION • ASSESSMENT • MANAGEMENT • PORTAL • UNIVERSITY • SYSTEM

Aenean id justo molestie mauris pulvinar congue. Morbi molestie ipsum dui, sed efficitur massa porttitor tincidunt. Sed at metus egestas, eleifend magna blandit, fermentum nibh. Mauris et orci eget sem ultrices molestie ut eu nunc.

Rose D. McCoy
507-646-2524
RoseDMcCoy@bi.com

[LOG OUT](#) [Edit Profile](#)

Dashboard Overview

Your one stop shop for all the data tracking and measuring statistics.

Rose McCoy

Sales Associate
District XX

Regional Rankings

District x 53%

Region y 27%

National 20%

[View full statistics >](#)

OVERALL TRAINING PROGRESS

18%

Proin dictum sollicitudin ullamcorper. Mauris iaculis mi in venenatis volutpat. Vivamus semper placerat accumsan.

Training 1 Progress 100%

Training 2 Progress 64%

Training 3 Progress 0%

Training 4 Progress 0%

Performance Data

Rose McCoy:

80%

AVERAGE SCORE

Test Score 1: 65%

Test Score 2: 72%

Test Score 3: 87%

Your Overall Standings 72%

National Overall Standings 65%

Nam auctor erat vel eleifend porta. Integer dictum nibh eget ullamcorper consequat.

Virtual World

Your virtual training begins here.

Mauris at tristique quam. Fusce placerat imperdiet ipsum at facilisis. Mauris vel tincidunt metus, fringilla luctus dolor. Maecenas enim diam, volutpat quis nibh ac.

Virtual World Training [LAUNCH](#)

Your statistics:

Virtual Training Progress 15%

Grade: Nam auctor erat vel eleifend porta. Integer dictum nibh eget ullamcorper consequat.

Training Modules Overview [See all Modules >](#)

Module 1: Overview 100%

[LAUNCH MOD 1 >](#)

Module 2: Deep Dive 64%

[LAUNCH MOD 1 >](#)

Module 3: MOA 0%

[LAUNCH MOD 2 >](#)

NEW NOTIFICATIONS:

- Fusce purus justo, dignissim quis nunc sed, tincidunt pulvinar purus. [View >](#)
- Morbi ullamcorper iaculis non lobortis facilisis. In eget auctor dui. [View >](#)

[More >](#)

Mini Calendar Nov 2015

SUN	MON	TUE	WED	THU	FRI	SAT
			4	5	6	7
			11	12	13	14
			18	19	20	21
			25	26	27	28
			2	3	4	5

[VIEW FULL CALENDAR >](#)

Morbi a augue a augue blandit eleifend et vitae purus. Vivamus vitae urna porttitor, faucibus tellus sit amet, sagittis felis.

HOME
CALENDAR
LEARNING CENTER

View data for individual representatives, or an entire district

Follow along with your training progress with at-a-glance stats

Virtual simulations to gain further knowledge about a product

Easily access recently assigned training modules

Up-to-the-minute training schedules, courses and transcripts automatically populate based on data from the LMS

Current announcements, recent news and resources relevant to training

MEASUREABLE BENEFITS FOR SALES REPRESENTATIVES

CAMPUS has transformed the way sales representatives experience training. Below is a description of how CAMPUS changed training and development for sales representatives at one site.

Summary of benefits for sales representatives:

- Standardized performance expectations and evaluations
- Improved individual performance through targeted development
- Increased awareness of district vs. national achievement via dashboard comparison of on-the-job assessments of performance
- Quicker, easier access to required learning
- Improved compliance in training events
- Reduced data entry as field coaching data automatically populates appropriate self-evaluations fields
- Easy access to developmental tools and opportunities via automated Resource Guide

MEASUREABLE BENEFITS FOR DISTRICT MANAGERS

Summary of benefits for district managers:

- Standardized performance expectations and evaluations
- Improved Team performance through targeted development
- Provides immediate access to the representative's competency achievement and competency gaps, with links to resources to address gaps
- Dashboard comparison of district vs. national performance achievement
- Ensures consistency between mid- and end-year evaluation
- Eliminates redundant data entry in mid- and end-year representative assessment planning by automatic population of forms with current field coaching data
- Provides quicker access to sales representative's and managers required learning
- Increases awareness of district and representative performance and developmental trends vs. national averages
- Improves pull-through of representative assignments through automated calendar

USER CALENDAR & LEARNING CENTER – ACCESS TO ALL YOUR EVENTS, MEETINGS AND TRAINING

HOME CALENDAR LEARNING CENTER Search...

CAMPUS

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MY EVENTS CALENDAR
Sed at metus egestas, eleifend magna blandit, fermentum nibh. Mauris et orci eget sem ultrices molestie ut eu nunc.

Rose D. McCoy
507-646-2524
RoseDMcCoy@bl.com

Event Calendar
All the dates, times, links and notifications that are most important to you, all in one place.

NOVEMBER 2015

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
02	03 ASSIGNED MGR. DISCUSSION	04	05	06	07
08 ASSIGNED WORKSHOP	09 ASSIGNED ELEARNING: 3:00 pm - 4:00 pm Hilton Conference Center Northeast 7th Avenue 6 Fremont Street Portland, OR 97212		12	13	14
15	16	17 ASSIGNED ELEARNING			
22 ASSIGNED POA MEETING	23	24			
29	30	01			

Morbi a augue a augue blandit eleifend et vitae purus. Vivamus vitae urna porttitor, faucibus tellus sit amet, sagittis felis.

HOME CALENDAR

Use the events calendar to keep track of and launch into any assigned training, meetings or workshops

HOME CALENDAR LEARNING CENTER SEARCH

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MY LEARNING CENTER
Morbi molestie ipsum dui, sed efficitur massa porttitor tincidunt. Sed at metus egestas, eleifend magna blandit, fermentum nibh. Mauris et orci eget sem ultrices molestie ut eu nunc.

Rose D. McCoy
507-646-2524
RoseDMcCoy@bl.com

Learning Center

Your resource for all the learning and training available to you

MY LEARNING: Required Training All Training

OVERALL LEARNING PROGRESS 36%

Module 1: Overview 100%
Module 2: Deep Dive 64%
Module 3: MOA 0%

Module 4: HCPS 0%
Module 5: Objections 0%
Module 6: Hands-on 0%

Recent Learning:

- Module 1: Overview
Nam semper arcu ac dolor rutrum mollis.
Retake Remove
- Module 2: Deep Dive
Nam semper arcu ac dolor rutrum mollis.
Retake Remove
- Module 3: MOA
Sed feugiat, augue at tempor fringilla mauris felis.
Launch Remove

Virtual World
Your virtual training begins here.
Mauris at tristique quam. Fusce placerat imperdiet ipsum at facilisis. Mauris vel tincidunt metus, fringilla luctus dolor. Maecenas enim diam, volutpat quis nibh ac.
Virtual World Training LAUNCH

Your statistics:
Virtual Training Progress 15%
Grade: Nam auctor erat vel eleifend porta. Integer dictum nibh eget ullamcorper consequat.

Mini Calendar Nov 2015

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

VIEW FULL CALENDAR

Morbi a augue a augue blandit eleifend et vitae purus. Vivamus vitae urna porttitor, faucibus tellus sit amet, sagittis felis.

HOME CALENDAR LEARNING CENTER

Filter training available only to you or available to everyone

View complete data on your assigned or any available training modules

HOW DO WE MANAGE IT ALL?

Companies are being challenged to reduce sales representative's time to peak performance. Effective training requires a host of initiatives around performance management. These initiatives include performance assessments, product certifications, competency development, field coaching evaluations, and regulatory training. Sales training leadership is frequently asked, "How do we manage it all?"

One solution is to streamline representative development by creating a learning portal in partnership with sales training. Customized for each district manager and sales representative, the learning portal provides effective training. Managers can view a representative's performance quickly and identify areas for development based on the most recent data such as a field coaching report. They can access a digitized Resource Guide, which is tied directly to competencies, and complete representative mid-year and year-end assessments efficiently.

CAMPUS creates a personal learning environment that can compare competency achievement for individual representatives, the district, and the nation based on a daily feed from field coaching reports. CAMPUS is a simple, easy-to-use site that allows managers and their representatives to focus on targeted competency development.

The logo for CAMPUS is displayed in a large, silver, 3D-style font. The letters are spaced out and have a slight shadow. Behind the letters is a stylized globe with blue dotted lines representing latitude and longitude. Small red triangles are placed between the letters: one between C and A, one between A and M, one between M and P, one between P and U, and one between U and S.

CAMPUS

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ALL IN ONE SOLUTION – PLUS TRACKING FOR ROI.

MANAGER'S DASHBOARD – EDIT, COMPARE AND TRACK USERS' PROGRESS

ADMIN HOME CALENDAR ASSIGNMENTS CMS SEARCH

CAMPUS

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Aenean id justo molestie mauris pulvinar congue. Morbi molestie ipsum dui, sed efficitur massa porttitor tincidunt. Sed at metus egestas, eleifend magna blandit, fermentum nibh. Mauris et orci eget sem ultrices molestie ut eu nunc.

Elaine J. Simpson
Manager / Administrator
ElaineJSimpson@bl.com

LOG OUT
Edit Profile

ADMIN USER

Dashboard Overview

Your one stop shop for all the data tracking and measuring statistics.

Elaine Simpson
Manager / Admin
District XX

OVERALL TRAINING PROGRESS

Select Training

Individual District Regional National

Overall Progress: District X 63%

Isolated Progress: District X

- Training 1 Progress 100%
- Training 2 Progress 64%
- Training 3 Progress 0%
- Training 4 Progress 0%

REPRESENTATIVE PERFORMANCE

Rose McCoy
Sales Representative
District X

Select A Different Rep

Test Score 1: 65%

Test Score 2: 72%

Test Score 3: 87%

80% AVERAGE SCORE

Rep Overall Standings 72%

National Overall Standings 65%

Nam auctor erat vel eleifend porta. Integer dictum nibh eget ullamcorper consequat.

See expanded metrics

Coaching Guides ACCESS GUIDES

Manager Evaluations CERTIFICATIONS

Export Rep Data to PDF EXPORT

Assignments

Assign your users specific files, events, training and more.

EDIT ASSIGNMENTS

INDIVIDUALS SALES FORCE

Search for and assign items to an individual

Search for and assign items to a group or sales force

Morbi a augue a augue blandit eleifend et vitae purus. Vivamus vitae urna porttitor, faucibus tellus sit amet, sagittis felis.

HOME CALENDAR ASSIGNMENTS CMS

View, track and compare data from your region or district vs. others

Quick access to roll-based tools and features

Easily access other relevant parts of the CAMPUS with our user-friendly interface

As a manager use this tab to switch your profile to view your own progress as a user

Follow individual representative's training progress with selectable at-a-glance metrics and scores

Export any relevant data to a printable excel sheet or PDF

CONTENT MANAGEMENT & ASSIGNING TOOLS – ADD, EDIT AND TASK CONTENT TO USERS

Content Management
Upload, edit and manage files

Elaine J. Simpson
Admin
District XX

Recent Uploads:

- Proin rutrum, nulla sed consequat sagittis.pdf
- Cras semper ullamcorper.doc
- Aenean posuere ullamcorper.jpg

File Management
Edit, download, delete

Search files

File Options

File description:
Vestibulum lacus velit, dictum et magna non, ullamcorper elementum ante. Suspendisse lobortis interdum scelerisque. Nam et metus eu nibh eursmod rutrum.

File tags:
#Vestibulum #Lacus #Leit #dictum #magna #ullamcorper #elementum #Suspendisse #lobortis #interdum #scelerisque

Upload Progress
Status: Incomplete

Upload, edit and manage files easily with the content management system

Access recently uploaded files quickly

Assignments
Control your content by assigning it to specific users or groups and sales forces

Elaine J. Simpson
Admin
District XX

Recent Assignments:

- Proin rutrum, nulla sed consequat sagittis.pdf
- Proin rutrum, nulla sed consequat sagittis.doc
- Aenean posuere ullamcorper training

NEW ASSIGNMENTS: Complete the following

Select a group or individual: (Shift+click for multiple)

Or search for a specific audience: (Shift+click for multiple)

Then select a product: (Shift+click for multiple)

Or search for a specific product: (Shift+click for multiple)

Now select what type of media to assign: (Shift+click for multiple)

Or enter a media type to add: (eLearn, document, video etc...)

Action:	Available Assignments:	Open Date:	Close Date:
ADD	Morbi ullamcorper lacus non lobortis facilisis. In eget auctor du.	11/11/15	12/11/15
ADD	Morbi ullamcorper lacus non lobortis facilisis. In eget auctor du.	11/11/15	12/11/15
ADD	Morbi ullamcorper lacus non lobortis facilisis. In eget auctor du.	11/11/15	12/11/15

Files including eLearns, videos, PDFs and more. Can be assigned to a specific user or groups of users.

Multiple assignments and dates can be managed and edited at once

Populate Selected Data
Confirm and submit assignment.

1	AUDIENCE(s): Proin rutrum, nulla sed, consequat sagittis.pdf	DESCRIPTION: Proin rutrum, nulla sed consequat sagittis.pdf	DATES: Open - 11/11/15, Close - 11/11/15
2	AUDIENCE(s): Proin rutrum, nulla sed, consequat sagittis.pdf	DESCRIPTION: Proin rutrum, nulla sed consequat sagittis.pdf	DATES: Open - 11/11/15, Close - 11/11/15
3	AUDIENCE(s): Proin rutrum, nulla sed, consequat sagittis.pdf	DESCRIPTION: Proin rutrum, nulla sed consequat sagittis.pdf	DATES: Open - 11/11/15, Close - 11/11/15
4	AUDIENCE(s):	DESCRIPTION:	DATES:

Clear & Reset

CONFIRM ASSIGNMENTS

Progress: Incomplete...

Review and confirm assignments before submitting. The dashboard can be used to track users progress

FIELD MANAGERS ASSESSMENT TOOL – A MOBILE SOLUTION FOR REAL-TIME IN-FIELD EVALUATIONS AND REPORTING

Field managers can seamlessly evaluate representatives, then easily push all content and information directly to the CAMPUS to be tracked and measured

11/19/15

FIELD ASSESSMENT GUIDE

MENU

Elaine Simpson
Admin
District XX

Rating Scale

1 LEARNING:
Describes the expected performance of a Sales Representative who is new to role, or who is working towards becoming an Achieving Sales Representative.

2 ACHIEVING:
Describes the performance of a Sales Representative who is performing at the expected standard for the role.

3 EXCELLING:
Describes the performance of a Sales Representative who is exceeding the expected standard for the role.

SUBMIT EVALUATION

SALES REPRESENTATIVE

Rep's Name: _____ District: _____

DID THE REPRESENTATIVE:	YES/NO	RATING (1,2,3):
1 Properly complete pre-call planning?	YES	3
2 Open the call with a question?	NO	2
3 Engage the healthcare provider in meaningful dialogue?	YES	3
4 Respond effectively to questions?	YES	3
5 Demonstrate knowledge of plans in the office?	YES	3
6 Present our products with fair balance?	YES	3
7 Close the call effectively?	NO	3

Comments and Recommendations

Intuitive sliders and a user friendly interface make it easy and quick to make assessments

Add any customized recommendations and comments for individual representatives

OPTIONAL FEATURES

- Certification tool
- Assessment tool
- Competitive gaming

GENERAL FEATURES

- Central location for all assessment needs and materials
- Complete web app with iPad compatibility
- Easy inclusion into the CAMPUS framework



Certification Tool Landing Page and Interior Page Examples

CERTIFICATION TOOL FEATURES

GENERAL

- Full online and offline access
- Complete web app
- Custom iPad compatibility available
- Data stored in custom built database
- Easily incorporated into CAMPUS system, can also work with existing LMS

MANAGEMENT

- Conduct role-play certifications anywhere or any time
- Reporting dashboard to track individual representative's progress or an entire district's progress
- Access to individual answers, average scores and trending information
- Generate various types of reports to roll up data based on selected sorting criteria
- Administrative access allows management to add new certification forms to the application, edit existing forms and view and edit associate profiles

ASSESSMENT TOOL FEATURES

GENERAL

- Central location for all assessment needs and materials
- Complete web app with iPad compatibility
- Easy inclusion into the CAMPUS framework

MANAGEMENT

- Allow management to assign one or many exams to individuals or whole groups of learners from one location with a few clicks
- Allow management to set up exam properties (number of questions, passing score, time limit, etc.)
- Allow management to track scores and progress of individuals including reviewing correct and incorrect answers
- Allow management to edit assessments on the fly with complete control of versioning and personnel tracking for audit trail purposes
- Allow management a full featured reporting dashboard - review individual exams, review full results by class or sales force, review individual questions to see trending statistics
- Management notification center to be alerted of student activity

LEARNERS

- Give learners easy access to the exams they have been assigned and keep track of those that have been completed
- Give learners the ability to review their exams to identify any knowledge gaps in their training
- Give learners a full view of an exam - no more “click next” to answer questions
- Give learners access to their assessments anywhere at any time

LEARNING THROUGH GAMIFICATION

Hands on “learn by doing”
methodology to be performed
and measured in a virtual space

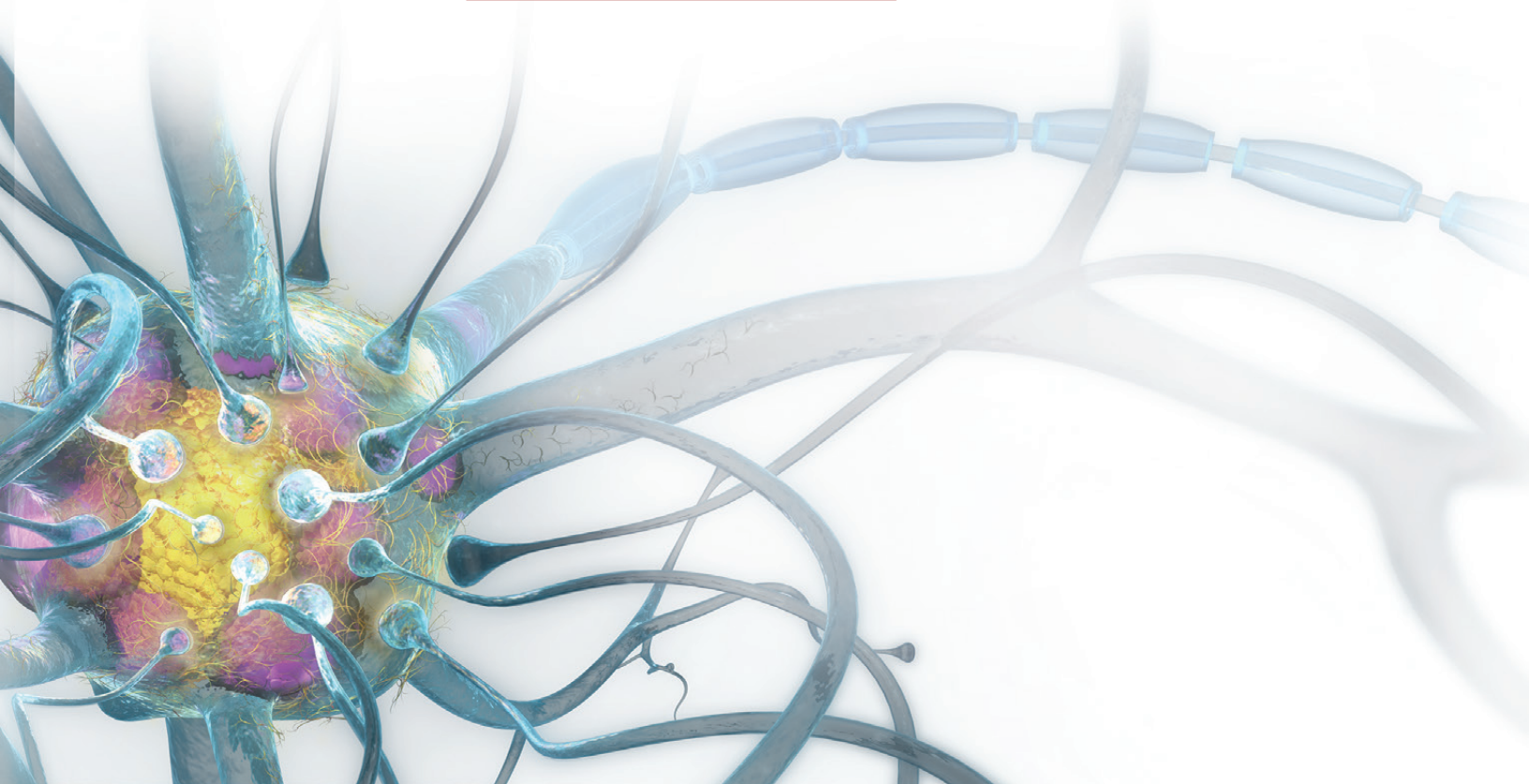
Virtual Reality
KinetiX
THE TIPPING POINT OF EDUCATION

COMPETITIVE GAMING

GENERAL

- Games and competitions can be built to work inside CAMPUS or as stand alone applications, however all of the data collected in these competitions can feed into CAMPUS system
- Generate enthusiasm and competitive nature of sales representatives
- Can be used as pre-launch activities, at the launch itself, post-launch pull-through or as a running campaign throughout the year
- Can take on a variety of forms including flash-based quiz show games, puzzle-based critical thinking games and fully immersive
- 3D virtual experiences (Wii, Xbox, iPad, Touch screens, Browser and all Mobile Devices)
- KinetiX engages marketers, trainers, educators, and learners in real world situations and experiences through an educational gaming platform. KinetiX embodies Tipping Point Media’s philosophy on Experiential Learning. It provides a hands-on “learn by doing” methodology that can be performed and measured in a virtual space.

More information on: tipmedia.com/index.html#prodKinetiX



SUMMARY

- Overall, our CAMPUS offers your managers and sales representatives a centralized location for their training and competency objectives.
- This streamlined system gives managers the ability to compare performance achievement at the national and district levels, as well as one-click access to assign training events and developmental milestones across their entire team or targeted sales representatives.
- Through CAMPUS, sales representatives can easily gain access to their development plan and assigned courses, as well as request developmental resources to further their competency levels.
- CAMPUS represents the next step in the way we think about training and development.

PLEASE CONTACT:

WILLIAM GARNER - PRESIDENT & CHIEF CREATIVE OFFICER

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garnerw@tipmedia.com

CAMPUS
Certification • Assessment • Management • Portal • University • System

VISIT US ONLINE: www.tipmedia.com

VIEW A DEMO OF OUR WORK: www.tipmedia.com/Demo-Reel-2016



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