

Avanir.com Patient/Caregiver User Journey

George was recently diagnosed with a CNS disorder and his specialist recommended Nuedexta. His wife, Anne, would like to know more about his disease and the drug before his HCP prescribes it.

1

Caregiver searches for Nuedexta through popular search engine.

Anne is concerned about George's diagnosis and about this new treatment, so she wants to learn all she can about this medication.

2

NUEDEXTA

Caregiver navigates to Nuedexta website and learns about treatment.

Anne sifts through the Nuedexta website gathering information. She starts to wonder who is behind the drugs he'll be taking.

3

AVANIR.COM

Caregiver navigates to Avanir.com.

Anne needs to know that the team that invented this treatment are people she can trust with her husband's health.

4

MISSION
VISION
VALUES

Caregiver navigates to company information and Mission, Vision, Values.

The company's passion resonates with her. She sees pictures of employees doing community work - they look like regular people. Then she starts to think, "Drug prices these days! This could be expensive.."

5

PATIENT
ASSISTANCE

Caregiver navigates to patient assistance, sees patient testimonials, links to financing options.

Anne sees links to financial assistance websites. She's satisfied with what she's found so far, but she wants to learn what their options are for financing his treatment.

6

AVANIR.C

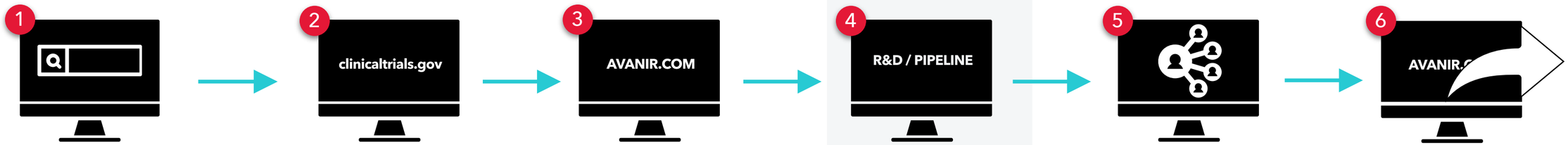
Caregiver exits Avanir.com.

Anne finds some payment options that work for them and return to the doctor feeling confident that they're making the right choice.



Avanir.com
Healthcare Provider (HCP)
User Journey

Linda is a healthcare provider, specializing in gerontology. As a physician who wants to stay up on the latest therapies, she's eager to learn about CNS treatments.



1. HCP researches new treatments for agitation in alzheimer's patients.

Linda recently attended a conference where she learned about cutting edge CNS treatments. She now wants to do some research of her own.

2. Results on both disease advocacy and clinical trial sites lead her to information about AVP-786.

The early reporting on AVP-786 seems promising. It addresses a previously underserved percentage of patients.

3. She discovers that Avanir is the company developing AVP-786. Navigates to Avanir.com.

Linda is curious to learn more about the progress of AVP-786 and is eager to learn if she can enlist patients for any upcoming clinical trials.

4. HCP Navigates to R&D / Pipeline. Reviews drugs in pipeline, reads disease articles.

Linda digs in to an article about agitation in alzheimer's patients. The article helps her understand the human context as well as the medical implications.

5. HCP shares information with colleagues, affilated researchers, and/ or patients.

"I need to send this to Ed. He had mentioned that he was struggling with a patient that had similar symptoms."

6. HCP exits Avanir.com to a related medical journal.

"That was helpful. I can use this as a reference now in my practice. Oh there's a link to a medical journal article.."



Avanir.com
Job Seeker
User Journey

Jennie is an allied healthcare professional looking for an opportunity with a progressive team. She's currently living in Chicago, but she's open to opportunities elsewhere.

1

Job seeker searches job boards and professional networking sites. Finds a **promoted position** at Avanir on LinkedIn.

Jennie been looking through LinkedIn job postings on the west coast. She spots a project management role that has her name all over it. She's confident that she's a perfect fit for the role, but she wants to make sure the company is a fit for her.

2

Job seeker follows Avanir on LinkedIn. Wants to learn more about the company culture.

She sees they're a pharmaceutical company that focuses on CNS treatments. "Ok, that works. Who are they as an organization though?"

3

Job seeker navigates to Avanir.com to continue research.

She takes a look at the company ELT, and MVV. "These are leaders and values I can get behind!" "They seem bold and passionate about what they do. What sorts of drugs are they working on?"

4

Job seeker navigates to pipeline and R&D section. Scans an article on agitation in alzheimer's patients.

"Wow, my grandfather was recently diagnosed with alzheimer's.." She's inspired that she could work for a company that solves real human problems. "This looks great so far, but would I like my day-to-day there?"

5

Job seeker navigates to careers section. reads about working at Avanir. Reads testimonials from current employees and learns about the company culture

Jennie is now imagining herself working with this group of people. "They seem like a great team. I really like their passion!"

6

Job seeker returns to orginal promoted posting on LinkedIn and follows link to apply on Workday.

"Applications, applications.."

Job seeker applies to job and becomes candidate.

"I hope they call me back. This seems like a perfect fit."



Avanir.com
DOJ Investigator
User Journey

Jerome is an investigator with the Department of Justice. He's been tasked with following up on Avanir's compliance based on his Department's recent ruling.

1

DOJ issues a ruling which includes the posting of updated compliance material on Avanir.com.

"Let's see if Avanir.com has complied with our ruling by posting their compliance material."

2

AVANIR.COM

Investigator navigates to Avanir.com and researches the site.
In both main navigation ***and*** footer he finds Governance links.

"Looks like they are featuring Governance as a high priority on this site. That's a good sign."

3

GOVERNANCE

Investigator examines content on Governance links and discovers required compliance documentation.

"Great. Avanir has the required information in a clear and accessible location."

4

Investigator downloads Compliance documentation to include in report back to the DOJ. Investigator leaves Avanir.com.

"This completes the findings for my report."

5

Investigator includes Compliance documentation in filing report.