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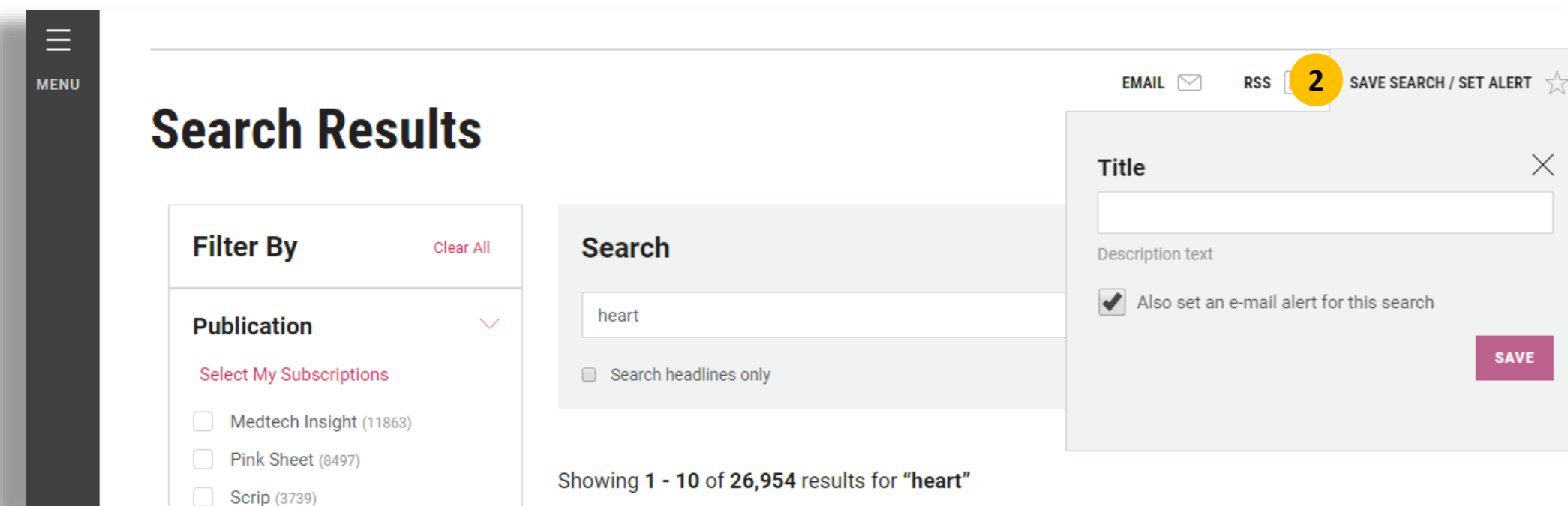
CUSTOM ALERTS AND RSS FEEDS

Custom Alerts

You can create your own custom alerts by using a 1-click alert from a topic page or link, or by saving them from searches you have run.



1 Click the bell icon to automatically turn the alert on. You will then see it in your list of saved searches and alerts in **My Account**.



2 When you click Save Search/Set Alert from your search results, you will be prompted to save your search. To set an alert, be sure the email alert box is checked.

TIP: Give your alert a distinctive title to easily identify it in **My Account**.



Custom Alerts: Tips

Tips on maximizing the effectiveness of custom alerts

The screenshot shows a search results page for "liver cancer". On the left, there is a "Filter By" sidebar with sections for "Publication", "Industry", "Subject", "Therapy Areas", and "Date". The "Therapy Areas" section has a yellow callout box with the number "1" next to the "Cancer" checkbox. The "Date" section has a yellow callout box with the number "2" next to the "Last 24 hours" radio button. The main search area shows "Showing 1 - 10 of 128 results for 'liver cancer'" with a yellow callout box with the number "3" next to the text. Below this, there are several search results with headlines like "Bayer Ups Guidance While Pharma Head Highlights NHL Drug Copanlisib" and "After Tivantinib Phase III Flop, ArQule Shifts Focus To Earlier-Stage Assets". At the top right, there is a "Title" dialog box with "Liver Cancer" in the title field and a "SAVE" button.

1 **DO** use filters. Your filter settings will be retained when you create the alert, so you can restrict your results by a region, topic, or other criteria.

2 **DON'T** filter by date. The alert is only looking for newly published stories, and these will not be found if you set an end date.

3 **DO** check the search results before saving the alert. If the existing results are too sparse or not what you are looking for, adjust your search criteria.



Custom Alerts: Tips

More tips on maximizing the effectiveness of custom alerts

Saved Searches & Alerts

Sources ▾	Title ▾	Date Created ▾	Email Alert ⓘ ▾	
All	<u>Liver Cancer</u> 1	2 May 2017	<input checked="" type="checkbox"/>	REMOVE
Multiple: (show list)	Pricing Debate	5 Apr 2017	<input checked="" type="checkbox"/>	REMOVE

02 May 2017

Contact Us

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You are receiving this email as you requested to be alerted when new content is published or updated in the last 24 hours matching your search criteria and alerts. To manage your email alerts, go to **My Account**.

ALERT: SCRIP LUNG CANCER

Biocon Cautiously Optimistic On Earnings Prospects Amid Slower Approvals

India's biggest biotech firm has said it is "cautiously optimistic" about its performance this financial year after fourth-quarter net profit...

China Leads Strong AstraZeneca Emerging Markets Charge In Q1

Despite a fall in overall revenue, emerging markets continued to perform strongly for AstraZeneca in the first quarter, becoming the...

ALERT: PRICING DEBATE

US FDA Continues Shift From Companion To Complementary PD-L1 Diagnostics With AstraZeneca Imfinzi Approval

AstraZeneca's Imfinzi (durvalumab) is the third PD-1/L1 inhibitor approved for second-line bladder cancer with labeling that describes better response rates...

1

TIP: To make changes to an existing alert, run the search from **My Account**, make your changes, then re-save the search as a new alert. If you don't want to keep the original alert, delete it from **My Account**.

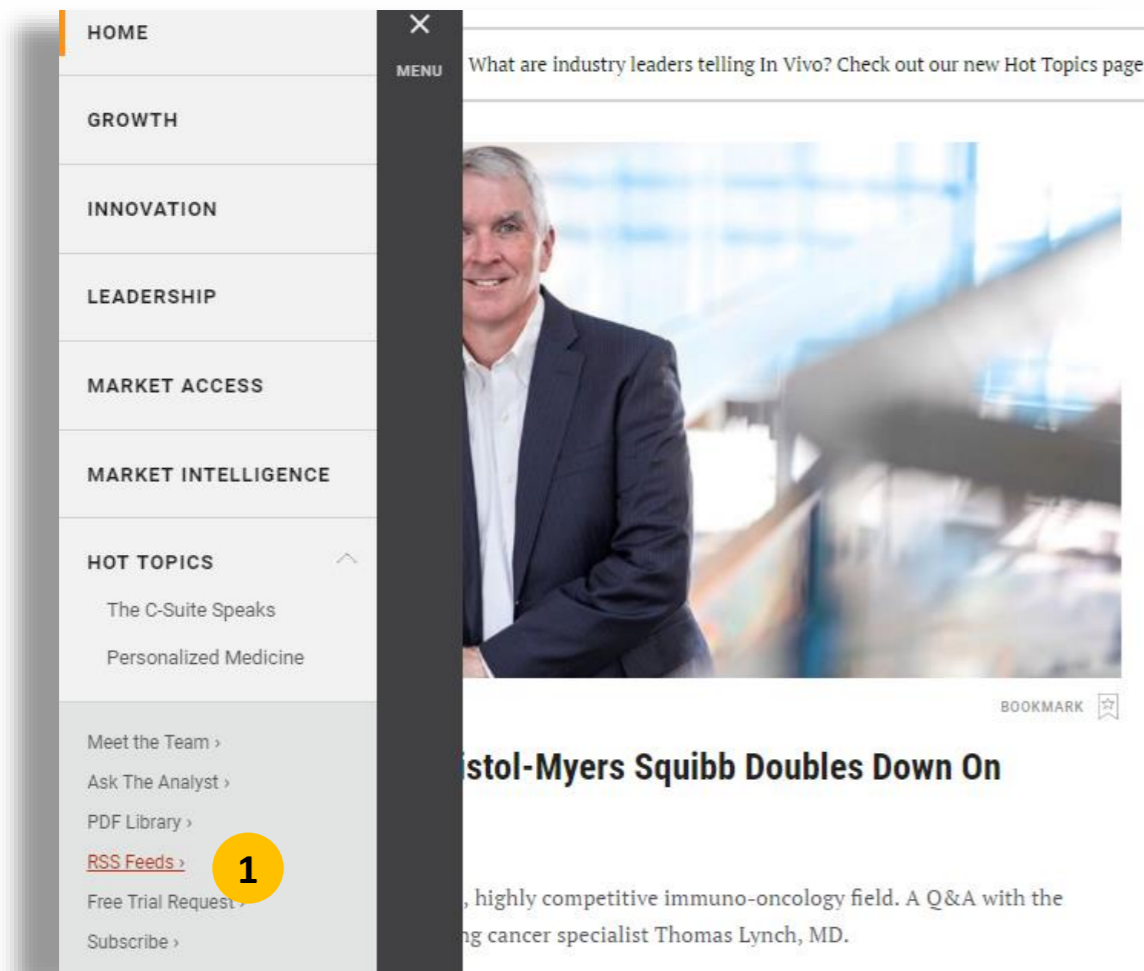
2

TIP: Regardless of the number of alerts you have, you will receive no more than one email per day. If multiple alerts produce results on the same day, they will be included in one email. If no results appear on a given day, you will not receive an email.



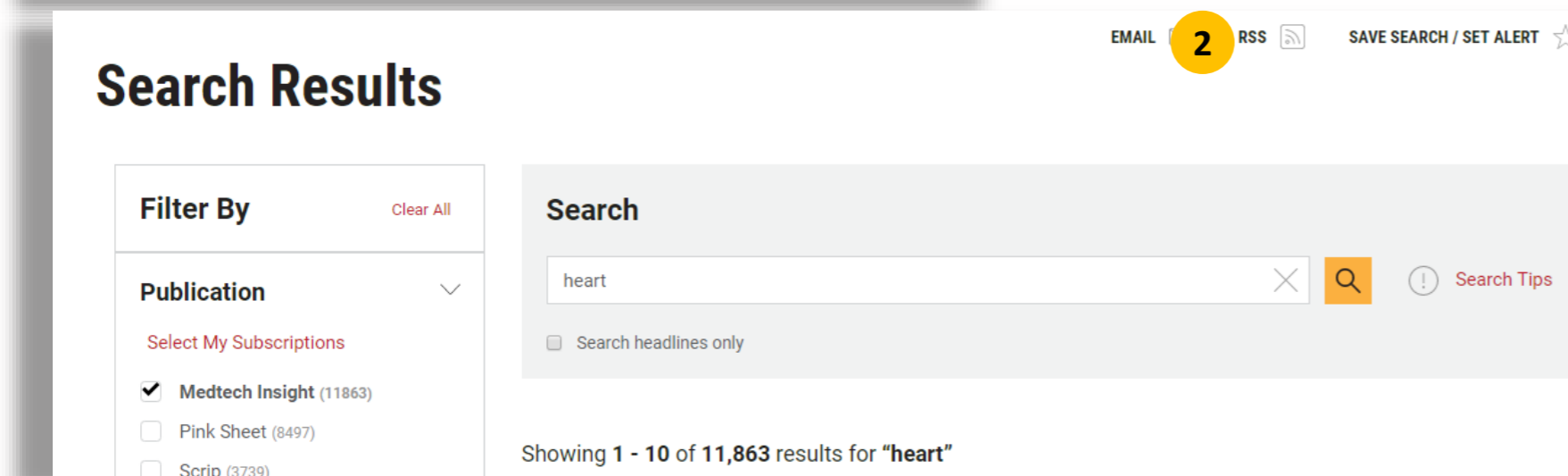
RSS Feeds

Set up an RSS feed to cover as much or as little as you want. Use the feed reader of your choice and be updated in real time



1 To set up an RSS feed for all articles from a publication, or for shortcuts to common topic areas, go to the RSS Feed page from the main menu.

2 To set up a custom RSS feed based on your own search criteria, use the RSS feed link at the top of the Search Results page.



Newsletter, Custom Alert, or RSS Feed?

There are many choices for keeping up with the latest pharma and medtech news, whether it's part of your morning routine or you're on the go. Here's how Email Newsletters, Custom Alerts, and RSS feeds compare.

Alert Type	All Content	Personalized Selected Content	Managed in My Account	Advantages
Email Newsletter	Yes	No	Yes	If you never want to miss a story, you will see all headlines and executive summaries every day and also receive article recommendations from the editors through weekly roundups and special topic newsletters.
Custom Email Alert	No	Yes	Yes	If you have a focused area of interest, need to track latest developments in multiple topics separately, or you want to cover multiple publications in the same alert, you will receive an email whenever the latest news in your area of interest is published.
RSS Feed	Yes	Yes	No	Consider an RSS feed if you already use an RSS feed reader. Consolidate your news feeds for easy access and see real time updates as new stories are published.



For More Information...

If you still have questions about how to access or use any of our products, or to schedule live training, please contact **Client Services** at:

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- ❖ US: 888-670-8900 or +1 908-547-2200
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- ❖ Australia: +61 2 8705 6907

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